Ross Reports

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VOL. 2 NO. 3
SUPPLEMENT B

MAY 21-27, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(21) - ABC(Ch7) 6:30-7pm; RETURN - Cartoon Tele-Tales; from WJZ-TV to E&MW Nets; Sustaining; children's show features Chuck Luchsinger drawing cartoons & Jack Luchsinger narrating a story; Packager - Lee Orgel; Producers - Chuck & Jack Luchsinger; Director - Richard Depew ABC.

ABC(Ch7) 9:30-10pm; DEBUT - Faith For Today; on WJZ-TV local; religious program with Rev. W.A. Fagal & the Gospel Singers; Sponsor - Greater NY Conference Of Seventh Day Adventists; Director - Richard Depew ABC; replaces "Mysteries Of Chinatown" now seen on network only at same time.

CBS(Ch2) 10:30-10:45pm; CHANGE - Faye Emerson Show; from WCBS-TV to 4 Sta E&MW Nets; formerly seen on CBS, interview show returns from NBC; Sponsor - Arnold Bread; Agency - Benton & Bowles.

NBC(Ch4) 10-10:10am; CHANGE - Children's Theater; on WNBT local; children's show with films and commentary by Ray Forrest adds Sunday segment; regularly seen Mon, Wed & Fri 6-6:30pm & Thu 6-6:15pm.

NBC(Ch4) 10:10-10:30am; CHANGE - Don Winslow Of The Navy; on WNBT local; filmed adventure series picks up sponsor - Hygrade Food Products (13 weeks); Agency - Doyle, Dane, Bernbach.

Tue(23) - NBC(Ch4) 1-1:05pm; DEBUT - Sun and Fun Parade; on WNBT local; 6 week series of five-minute sports films; also seen 6:50-6:55pm Thu on WNBT local; Sponsor - Jantzen Knitting Mills for Swim Suits; Agency - Botsford, Constantine & Gardner; Super - Elizabeth Eyerly,BC&G.

- more -

THIS ISSUE

DEBUTS, HIGHLIGHTS, CHANGES

(Continued)

Tue(23) - NBC(Ch4) 9:30-10pm; ONE-TIME-ONLY - The Great Merlini; from WNBT to E&MW Nets; Sustaining; audition for mystery drama with Chester Morris as a magician-detective; adapted from stories of Clayton Rawson by Jack Bentkover; Packager - G&W Television Prods; Producers - Felix Greenfield & Robert Whiteman, G&W Prods; Director - Curtis Canfield NBC.

Wed(24) - ABC(Ch7) 9-9:30pm; ONE-TIME-ONLY - Class Of '50; from WJZ-TV to E&MW Nets; Sustaining; college revue based on Fordham University's "Ramblings of 1950" features variety talent; Producer - Mort Millman ABC; Director - Marshall Diskin ABC; replaces "A Couple Of Joes" for this date only.

Thu(25) - ABC(Ch7) 6:30-7pm; DEBUT - Mama Rosa; on WJZ-TV local; on film; kinesc at KECA-TV Hollywood; situation comedy revolves about the life of an Italian family; Director - George M. Cahan, KECA-TV.

Sat(27) - ABC(Ch7) 12:15-12:30pm; DEBUT - Your Dog And Pet Show; on WJZ-TV local; postponed from May 20, show features demonstrations on how to train your dog; with MC Frances Hartsock, guest trainers and fanciers; Participating - Flag Pet Food and Westchester Aquarium and Supply Co; Director - Dick Depew ABC.

NBC(Ch4) 9-10:30pm; HIGHLIGHT - Star Spangled Revue; from WNBT to 29 Sta E&MW Nets; also 28 kinesc; second edition of comedy-variety show with MC Bob Hope and guests - Frank Sinatra (TV Debut), Beatrice Lillie, singer Peggy Lee, comic Arnold Stang, dancers Michael Kidd & Janet Reed, singer Bill Hayes, dancers Condos & Brandow; Sponsor - Frigidaire; Agency - Foote, Cone and Belding; Supervisor - Roger Pryor, FC&B; Producer-Director - Max Liebman; TV Director - Hal Keith NBC; Choreography - Michael Kidd; Music - Charles Sanford & Orchestra; replaces "Your Show Of Shows" which returns September 9.

NBC(Ch4) 10:30-11pm; DEBUT - Quick On The Draw; on WNBT local; cartoon-charade quiz with MC Eloise McElhone, artist Bob Dunn and four celebrity guests; effective June 3, show will be seen 9-9:30pm Saturdays; Sponsor - Vim Electric & Westinghouse; Agency-McCann-Erickson; Supervisor - Lee Cooley,ME; Packager - Kermit Schafer; Director - Bill Warwick WNBT.

THIS WEEK'S TIME CHANGES

NBC -- Meet The Press now 5-5:30pm Sundays; Armed Forces Hour now 4:30-5pm Sundays

THIS WEEK'S DEPARTURES

ABC -- The Marshal Of Gunsight Pass departs Saturday May 27.

LAST WEEK'S TIME CHANGES

NBC -- Believe It Or Not now 8-8:30pm Thursdays; Studs' Place now 8:30-9pm Thursdays.

LAST WEEK'S ARRIVALS

ABC -- Stop The Music; from WJZ-TV to 23 Sta E&MW Nets; 8-9pm Thu; audience participation show added 30 kinescopes for second ½ hour only; Sponsor - Old Golds; Agency - Lennen & Mitchell; Supervisor - Larry Holcomb, L&M.

CBS -- Popsicle Parade Of Stars debuted from WCBS-TV to 9 Sta E&MW Nets; also 50 kinesc; 10 week series of variety shows with guest star each week; Sponsor - Joe Lowe Corp; Agency - Blaine-Thompson; Supervisor - Albert Lesser, Thompson; Director-John Wray CBS.

Joyce Matthews Show debuted on WCBS-TV local; 11-11:15pm Thursdays; actress interviews personality guests; Sponsor - Superior Television Plan; Agency - Lester Wolf; Packager-Producer - Lester Wolf; Director - Paul Munroe CBS; Writer - Jack Lyman; show replaces "Rendezvous".

Three's Company debuted on WCBS-TV local; 7:45-8pm Thursdays; musical interlude with singer Martha Wright, pianists Stan Freeman & Cy Walter; Sustaining; Producer - Barry Wood CBS; Director - Hal Gerson CBS.

DuM -- Broadway To Hollywood; from WABD to E Net; 10-10:30pm Wednesdays; news show with commentator George Putnam picked up sponsor - Tidewater Oil; Agency - Lennen & Mitchell.

WOR -- Boxing From Fort Hamilton debuted on WOR-TV local; 8:45pm to conclusion; Thursday night bouts from the Brooklyn sports stadium.

Talent Parade; on WOR-TV local; Sustaining; program for amateur variety talent changed time and MC - Warren Hull replaced Tiny Ruffner; Packager - Gainsborough.

FUTURES

May 29 The Anchor-Hocking Show (tentative title) debuts from WNBT to E&MW Nets; 11-12 midnight; Monday-Friday; comedy-variety show, postponed to this date, has tentative cast of comic Don "Creesh" Hornsby & Milton De Lug Trio with guests; Sponsor - Anchor-Hocking; Agency - William Weintraub; Supervisor - Noran Kersta, Weintraub; Producer - Victor McLeod NBC.

June 4 A Trip To The Zoo debuts on WJZ-TV local; 4:30-5pm Sundays; weekly trip to the Bronx Zoo with William Bridges as guide & commentator; Sustaining; Packager - Louis Cowan; Produced in cooperation with the NY Zoological Society.

June 6 Armstrong Circle Theater debuts from WNBT to E&MW Nets; 9:30-10pm Tuesdays; dramatic series with Host Nelson Case features original scripts with name leads; first star - Brian Aherne; Sponsor - Armstrong Cork; Agency - BBD&O; Supervisor - Hugh Rogers, BBD&O; Producer - Hudson Faussett NBC; Director - Bill Corrigan NBC.

June 6 Captain Video; from WABD to E&MW Nets; 7-7:30pm Monday-Friday & 7:30-8pm Sat; Monday night sponsor - Walter H. Johnson Candy for Powerhouse adds second segment, Thursday nights, and shifts from Monday to Tuesday night segment; Agency - Franklin Bruck; Supervisor - Stan Lee, Bruck.

June 7 Faye Emerson Show; from WNBT to 28 Sta E&MW Nets; also 15 kinesc; 8-8:15pm Wednesdays; interview show with celebrity guests adds time slot and sponsor; Sponsor - Snow Crop; Agency - Maxon; Supervisor - Preston Pumphrey, Maxon; Packager - Hardie Frieberg.

NEWS DIGEST

Briefs From The Trade And General Press

NIELSEN SAYS TV HAS CAUSED NO GREAT DROP IN RADIO LISTENING - According to a statement by A.C.Nielsen, television's effect on the total volume of radio listening in the country has been exaggerated. Television has caused radio listening to fall off only about 8.5%, Nielsen said, and this loss has been "exactly balanced" by the increased number of radio homes, so that the total volume of radio listening remains the same as the past three years.

SPORTS ATTENDANCE NOT GREATLY AFFECTED BY TV - Television is not a major factor affecting attendance at sports events, according to the results of two years of research by Jerry N. Jordan, son of Clarence Jordan, executive vice-president of N.W.Ayer. Jordan's study indicates that among those who had their sets for two or more years, attendance was actually above average. Jordan's figures also show that 58% of small colleges in television areas increased attendance, while only 44% in non-television areas did so. These figures differ with those of the Big Ten which banned live telecasts of its games partly because they felt that small colleges were being hurt.

NEW NY PULSE RATING RELEASED FOR MAY - Milton Berle still leads the field, according to the May 1-7 Pulse reports for the top ten television programs seen in New York. Berle has a rating of 62.3. The other 9 programs are: The Goldbergs, 44.2; Toast Of The Town, 41.4; Godfrey's Talent Scouts, 40.2; Studio One, 34.7; Saturday Night Revue, 34.2; Philco Playhouse, 32.2; Lights Out, 32.0; Yankees vs. Detroit, 31.8; Godfrey and Friends, 30.6

WOR TO EXTEND SCHEDULE IN AUTUMN - WOR-TV will start operating on a 5-day, 7-night schedule at the end of the baseball season. Theodore C. Streibert, president of the station, said that WOR-TV is already starting to build programs aimed at the daytime advertiser and audience.

MCDONALD SAYS HE NEEDS MORE MOVIES FOR PHONEVISION TEST - President Eugene F. McDonald of Zenith says he will need more pictures if he is to conduct his Phonevision test in the Fall. This is the first admission by McDonald that he doesn't have enough films for his scheduled Chicago test. At the same time, McDonald repeated his threats of court action against the motion picture producers if they continue to refuse to provide him with films.(Variety).

1200 TV STATIONS ALL NATION CAN SUPPORT - Dr. Paul Douglas, president of American University in Washington, D.C., predicted that when there are 1200 television stations in the country, television will have reached its saturation point. 450 of these stations will be in metropolitan areas, according to Dr. Douglas. When the industry is this size, it will be grossing three time what radio did at its highest point. Douglas said the problem facing the industry is building up audiences large enough to justify higher time rates to pay for the "terrific" expense of television and at the same time use television's potentialities for good. (Variety).

CBS RESIGNS FROM NAB - The Columbia Broadcasting System and its 7 owned & operated AM stations have resigned from the National Association of Broadcasters. CBS executive vice-president Joseph H. Ream said, in announcing the network's resignation, that NAB services were largely duplicated by the network's own services to its stations.

PROGRAM	NET	TIME	GUESTS
			SATURDAY MAY 20
Cavalcade Of Stars	DuM	9-10pm	Jackie Robinson, Mindy Carson, Rex Raymer, impressionist; Lucienne & Ashour, dancers
Hollywood Screen Test	ABC	7:30-8pm	Margaret Lindsay, lead; Joen Arliss, Ralph Camargo, tests; Peter Hanley, singer
Floor Show	CBS	7:30-8pm	Hot Lips Paige, trumpeter; Johnny Coy, dancer; Betty Brewer, singer
Saturday Night Revue	NBC	8-10:30pm	Sir Cedric Hardwicke, guest MC; Billy Eckstine, Cesar Romero
The Trap	CBS	9-10pm	Stan, The Killer by Georges Simenon; adapted by Sumner Locke-Elliot; with Herbert Berghoff, E.G.Marshall, John Rodney, Lucille Patton, Chris Campbell, Walter Klavun
			SUNDAY MAY 21
Answer Yes Or No	NBC	10:30-11pm	Dennis King, Madge Evans, Stuart Erwin, June Collyer
Celebrity Time	CBS	10-10:30pm	Ed Sullivan, Lynn Bretton, musical comedy
Colgate Theater	NBC	8:30-9pm	Change Of Murder by Cornell Woolrich, adapted by Neil Brant; with Charles Jordan, Alfred Hopson, Martin Kingsley, Bernard Nedell
Faye Emerson Show	CBS	10:30-10:45pm	Sam Levenson
Goodyear-Whiteman Revue	ABC	7-7:30pm	Mary O'Fallon, singer; Shirley Van, dancer
Leave It To The Girls	NBC	7-7:30pm	Victor Jory, Lady Iris Mountbatten
Philco Playhouse	NBC	9-10pm	The Charmed Circle by Peggy Lamson, adapted by William Kendall Clarke; with Betsy Blair, Alfred Ryder, Jo Ann Paul, Ralph Riggs, Helen Carew, Herbert Evers, Larry Blyden
Say It With Acting	NBC	6:30-7pm	The Happy Time vs. Peter Pan
Starlight Theater	CBS	7-7:30pm	Her Son by Edith Wharton; adapted by Halsted Welles; with Oliver Thorndike, Mildred Nat-Wick, Neil Hamilton, Edith Atwater
Starlit Time	DuM	7-8pm	Bela Lugosi
Supper Club	NBC	8-8:30pm	Chico Marx
This Is Show Business	CBS	7:30-8pm	Laraine Day, Sam Levenson, guest panelists; Henny Youngman, Denise Darcel

PROGRAM	NET	TIME	GUESTS
			SUNDAY MAY 21
Toast Of The Town	CBS	8-9pm	Katherine Dunham and dancers; Joan Holloway, tap dancer; Mickey Deems, comic; Al Floss, magician; Captain Heyer and his dancing horse
			MONDAY MAY 22
Chevrolet Tele-Theater	NBC	8-8:30pm	Highly Recommended by Saki; adapted by Thomas Phipps; with Dora Clement, Philip Tonge, Mary Wickes, Francis Compton
Godfrey's Talent Scouts	CBS	8:30-9pm	Rosemary Calvin, singer; Albert Palumbo, tenor, Lee Norman Trio, Beverly Bowser, soprano
Lucky Strike Theater	NBC	9:30-10:30pm	Rebecca by Daphne DuMaurier; adapted by Felix Jackson; with Barbara Bel Geddes, Peter Cookson, Edith King, Ivan Simpson, John McQuade, Sarah Burton, Ronald Long, Claude Horton
Lights Out	NBC	9-9:30pm	Rendezvous by William Welch; with Michael Kane, Winfield Hoeny, Nick Dennis
Mohawk Showroom	NBC	7:30-7:45pm	Mellow Larks, singers
OKay Mother	DuM	1-1:30pm	Joan Roberts
Popsicle Parade Of Stars	CBS	7:45-8pm	Paul Winchell & Jerry Mahoney
Silver Theater (on film)	CBS	8-8:30pm	Wedding Anniversary by John & Gwen Bagni; with Virginia Bruce, Louis Jean Heydt, Rita Leroy, Ann Doran, Robert Rice, Lillian Hamilton, Alphonse Martell
Studio One	CBS	10-11pm	The Room Upstairs by Mildred Davis; adapted by Worthington Miner; with Valerie Bettis, Mary Sinclair, Donald Curtis, Clay Clement, Ethel Everett, Virginia McMann, Ronald Dawson
Vanity Fair	CBS	4:30-5pm	Blanche S. Tompkins, of Living Magazine
Voice Of Firestone	NBC	8:30-9pm	Thomas L. Thomas, Baritone
Who Said That	NBC	10:30-11pm	Ilka Chase, James Michener, H.V. Kaltenborn
			TUESDAY MAY 23
Cavalcade Of Bands	DuM	9-10pm	Harry James, Hal Leroy, dancer; DeMarco Sisters, singers; Connie Sawyer, comic
Eloise Salutes The Stars	DuM	7:30-7:45pm	Marcia Henderson, actress; Russell Markert, set designer

PROGRAM	NET	TIME	GUESTS
TUESDAY MAY 23			
Ed Wynn	CBS	9-9:30pm	James Barton, actor; Frank Fontaine, comic; Alice Tyrrell & Dick Winslow, novelty act
OKay Mother	DuM	1-1:30pm	Janice Paige, actress
Opera Concert	WOR	8-8:30pm	Lois Hunt, Soprano; Thomas Hayward, Tenor
Suspense	CBS	9:30-10pm	Photo Finish by Robert Stevens; adapted by Alvin Sapinsley; with Ralph Clanton, Eileen Heckart, Don Appel, Richard Boone
Texaco Star Theater	NBC	8-9pm	Martin & Lewis, Connie Russell, singer; Gus Van, dancer
Wendy Barrie	NBC	7:30-7:45pm	William Eythe
WEDNESDAY MAY 24			
At Home Show	CBS	7:45-8pm	Jacqueline James, singer
Godfrey & Friends	CBS	8-9pm	Billy Gilbert, comic
Kraft Theater	NBC	9-10pm	House Beautiful by Channing Pollock; adapted by Howard Lindsay; with Valerie Cossart, Warren Parker, Dudley Sadler, John Stephen, Burt Thorne, Natalie Core, Gene Blakely
OKay Mother	DuM	1-1:30pm	Annamary Dickey
Mohawk Showroom	NBC	7:30-7:45pm	Fontanne Sisters, singers
Stage 13	CBS	9:30-10pm	Last Man by Wyllis Cooper; with Vinton Hayworth, Kathleen Cordell
THURSDAY MAY 25			
Alan Young Show	CBS	9-9:30pm	Carol Richards, singer
Glamour-Go-Round	CBS	9:30-9:45pm	Maureen Cannon, singer
FRIDAY MAY 26			
Play's The Thing	CBS	9-10pm	The Token by Joseph Hergesheimer; adapted by David Shaw; with Mark Roberts, Grace Kelly, Lucy Vines, Howard Wierum, Ethel Ramey, Amy Douglass, John Hamilton
Twenty Questions	WOR	8:30-9pm	Jack Carson
Vanity Fair	CBS	4:30-5pm	Brandon DeWilde

WEEKLY SHOW REVIEW

(This weekly feature is designed to serve as a clearing house for production techniques which have made those shows which we review outstanding in their categories.)

#21 - AUCTION-AIRE

DATE REVIEWED - Friday, May 12 - 9-9:30pm - from WJZ-TV to 7 stations E&MW Nets

SPONSOR - Libby, McNeill & Libby
AGENCY - J. Walter Thompson
SUPERVISOR - Bruce Anderson, JWT
PACKAGER - Masterson, Reddy & Nelson
EXEC.PRODUCER - Charles B. Brown, MR&N
CAST: MC Jack Gregson, Rebel Randall

PRODUCER - Donald Hirsch, MR&N
DIRECTOR - Edward Nugent, ABC
TECHNICAL DIRECTOR - Bob Massel, ABC
WRITER - Kay Tillman, MR&N
RATING - April: Net Pulse 10.6
TV DEBUT - September 30, 1949

ABC-TV's Auction-Aire has proved to all concerned with the show that a format combining merchandising and viewer participation pays off in sales results and viewer interest. Auction-Aire is significent to an out-of-town station study, since, as a network show,it makes the out-of-town stations an essential part of the program's format. Auction-Aire debuted on September 30, 1949 and since then has gone through several revisions in details of the format to heighten pace and interest. The major idea around which the show is built has remained unchanged. The basis of the program is an auction with labels from Libby, McNeill & Libby products used instead of money.MC and auctioneer Jack Gregson conducts the auction. Both the viewer and studio audience bid for different items. The merchandise which high bidders receive can be anything from television sets,dish washers, washing machines, home freezers, diamond rings, to complete wardrodes for two and other equally valuable products.

FORMAT - Viewer participation in the auction is accomplished by means of telephone calls to any one of the 8 stations that carries the show: WJZ-TV, New York; WMAL-TV, Washington; WNAC-TV, Boston; WAAM-TV, Baltimore; WFIL-TV, Philadelphia; WENR-TV, Chicago; WXYZ-TV, Detroit and WTVN, Columbus. Bids from the 7 out of town stations are received by operators, who record the number of Libby labels bid and the bidders' name and address. This information is then relayed to operators on the stage of ABC's Ritz Theater, where the show originates. Rebel Randall, who assists Jack Gregson, receives the high bids from each city and passes them to Gregson. At the end of each auction, Gregson announces the high bidding viewer and the high bidding member of the studio audience, both of whom receive about $300 in merchandise.

On each program there is one auction for which the bidder needs labels from one or more specific Libby products. On May 12, the product being given this special promotion was Fruit Cocktail. The audience is told a week ahead what the product will be so that they can stock up on it.

There is also an auction each week wherein to"buy"the merchandise, the bidder must have the greatest variety of Libby labels. Another type of auction takes the highest bidder from each of the 8 cities and the highest bidder from the studio audience as "buyers" of the product being bid for.

There are two quiz sections of the program. One, "The Mystery Chant", is an auctioneer's chant with an automobile as the prize to the viewer who correctly adds up the total of the numbers in the chant. This, naturally, is not won every week. To participate in this part of the show, which is limited to viewers, contestant sends in his phone number. 3 or 4 people are telephoned each week. The other deviation from the straight auction is a jingle. Limited only to viewers, they attempt to identify a movie star whose identity is hidden in the jingle.To participate, the viewer needs 25 labels.

THE PACKAGER - Masterson, Reddy & Nelson bring to Auction-Aire radio experience in several audience participation shows. Their two radio shows, Bride & Groom, with partner John Nelson as MC, and Breakfast in Hollywood, also permit the audience to win or earn expensive merchandise. Success of Auction-Aire is partially explained by the choice of product to be auctioned. The packager does extensive research to insure that they auction what the housewife says she wants and what stores throughout the country report as selling well.

The firm is able to deal directly with the manufacturer for the merchandise used on the program because of their long standing contacts with manufacturers who are anxious to have their products used on this type of program. The arrangements with the manufacturer are, of course, kept strictly confidential. One fact of interest, however, is that the firm never charges a fee for placing a company's product up for auction.

PRODUCTION COST - Auction-Aire costs approximately $5500 a week to produce. This includes the cost of the 105 telephone operators needed to receive the bids from viewers in New York and the 7 other cities and the charges for the long distance lines kept open from each station to the stage of the Ritz Theater during the telecast.

Included in the production cost of the program is the cost of taking every precaution to insure that bidders don't buy labels or misrepresent the number of labels they have. This must be done because not only Libby's reputation, but also that of the packager and net would be damaged if any bidder could get merchandise under false pretenses. The high bidders are visited the day after the program and must surrender their labels. If the investigator feels that there is the slightest chance the labels were procured from sources other than the housewife's own supply of Libby products, she is disqualified. The labels which the high bidders surrender are sent to Libby in Chicago, where they are destroyed, after being checked.

PRODUCTION TECHNIQUE - Auction-Aire is telecast from the stage of the Ritz Theater, because of the size of the studio audience. The basement of the theater and ABC's 66th Street studios are also used. The basement is used for showing viewers close-ups of the merchandise being auctioned and is equipped with a camera with a Zoomar lens. Director Edward Nugent says he switches to the basement camera as many as 50-55 times a night.

There are three cameras in the theater itself. Two of them are placed at either side of the house, about 8 feet from the apron of the stage and on platforms 4 feet off the floor. A third camera is on a platform running the entire length of the house. The two wing cameras are equipped with a variety of lenses, so that they are versatile enough to take most shots needed. The runway camera is used for long shots and also gives Nugent a spare in case either, or both, of the two wing cameras should fail.

COMMERCIALS - The 66th Street studios are used for the commercials. Three cameras are available, as is ABC's permanent kitchen set. As the sponsor's name and product is an integral part of the program, only one commercial is used. The commercial is live product display, about a minute in length. Labels from the product being pushed are used for the special auction the next week. On May 12th, the commercial was for Peas and Corn. The special auction on the 19th used the labels from these products.

Durwood Kirby does the commercials altenate weeks. He describes and shows dishes prepared with the product. A home economist altenates with Kirby, giving a recipe which uses the product, and then demonstrating how to prepare it. While sponsor prefers not to release sales figures, he is very happy with the viewer response and mail.

STATION PROFILE #6

The A.S. Abell Co. — WMAR-TV — Independent

The Baltimore Sunpapers — Baltimore, Md. — Primary CBS Affiliate

ADDRESS: Studios - The Sun Building; Transmitter - Mathieson Building; Tel - LE 7700

FACILITIES: Channel 2 (54-60 mc); Visual Power, 16 kw; Aural Power, 10 kw; Antenna Height - 591 feet above street (624 feet above sea level); Tower is atop the Mathieson Building (tallest building south of New York).

PERSONNEL: Approximately 75 people in all - programming, engineering, administration

President - Paul Patterson
VP, Gen. Mgr - E.K. Jett
Sales Manager - Ernest A. Lang
Program Director - Robert B. Cochrane
Film Director - David V.R. Stickle
Chief Engineer - Carlton G. Nopper

REPRESENTED BY: The Katz Agency; NYC Office - 488 Madison Ave.....PLaza 9-4460

BEGAN COMMERCIAL OPERATION: October 30, 1947 SETS NOW IN AREA: 165,843 (May 1)

THE BALTIMORE MARKET

"BALTIMORE LEADS THE NATION...& WMAR-TV LEADS ALL RADIO & TV STATIONS IN BALTIMORE"

The above quote from a station promotion piece is all truth, according to Hooper. Baltimore - the "biggest little town in the country....where the people stay home because they have no place to go" - is proving to be a veritable bonanza of a TV market. And Hooper has facts and figures to prove it. According to his April report, between the hours of 6 and 10 pm some 51.6% of Baltimore's total broadcast audience watches television....making the city the first in which the average amount of viewing has passed average listening. Next highest TV incidence occurs in New York - 47.9% and Philadelphia - 47.6%.....all figures for February-March period.

And as for the 14 stations within the Baltimore market (3 TV, 5 AM, 6 FM) WMAR-TV leads all the rest: During the hours of 6-10:30pm Sundays through Saturdays:

Share of TV Audience		Share of Total B'cast Audience			
WMAR-TV	37.7%	WMAR-TV	19.6%	Sta D (AM)	13.1%
Station A	33.6%	Sta A (TV)	17.5%	Sta E (AM)	10.2%
Station B	27.5%	Sta B (AM-FM)	15.9%	Sta F (AM-FM)	5.2%
Outside Sta	1.2%	Sta C (TV)	14.3%	Sta G (AM-FM)	3.1%

No wonder, then, that the Baltimore market is intensely competitive.... not only among the three television stations (WBAL-TV, WAAM) but among all broadcasters. When WMAR-TV began commercial operation in October 1947, there were 1600 TV receivers within range of its transmitter. Now, May 1 figures released by a joint circulating committee set up by the three TV stations shows a total of 165,843 - a 350% increase over the total of a year ago. Some 7,754 sets were sold in April according to Baltimore dealers. To meet this rise, rate cards have been raised recently to $450 per hour, with new accounts buying time every day. Rorabaugh's Report for the week of March 5-11 shows a total of 296 accounts active in Baltimore television...some 45 commercial programs carried per week, and 477 commercial announcements per week, not including Bulova and Benrus time signals. Local proportion of that business ammounts to 40% of the accounts, 48% of the programs, 57% of the announcements.

TRANSMITTER SIGNAL -- Because of the unique situation of having two markets so close to each other, advertisers almost can buy both Baltimore and Washington with one purchase. Or they can at least cut production costs by telecasting from one city and having a station in tho neighboring city pick up the signal and re-transmit it. This has actually been done via a two station network between WMAR-TV and either WOIC or WMAL-TV in Washington. With its tower atop the high Mathiesen Building in downtown Baltimore and its low channel allocation (2), WMAR-TV has perhaps the best signal in the area. Other Baltimore stations have good locations on the north side of the city but have the high channels (11 & 13) while the Washington stations beam on 4,5,7, and 9. Most Baltimore receivers can pick up from five to seven stations under favorable conditions.

WMAR-TV IS NEWSPAPER OWNED & NEWS CONSCIOUS

The tang of newsprint greets a visitor as soon as he enters the Baltimore Sun Building which houses WMAR-TV's offices and studio. It characterizes a television operation that is liberally flavored with news and special events coverage as well as entertainment. WMAR-TV - which has two mobile units - has covered every important special event (some 700 remotes) since October 1947. For its daily Sunpapers Newsreel, it maintains a film and newsreel staff whose talents run to creating low-cost film commercials as well...see below. Dave Stickle, who directs the operation, as well as the overall program director, Bob Cochrane, and announcer/MC Jim McManus are all newspaper veterans, as is Bailey Goss, who does the sportscasting and sports remotes. Stickle's Man on the Street program was one of the first in television.

VP in charge of Radio and television for the Sunpapers is E.K. Jett, former Fleet Navy Officer and former FCC commissioner and chief engineer. All engineering personnel under C.G. Nopper belong to the IBEW and are handpicked men who hold a radio license. Programming personnel are locally trained and operate on a staff basis.

"TOWER AND STUDIO LIKE A SWISS WATCH"

A recent visitor commented that WMAR-TV's transmitter and studio setup was put together "like a Swiss watch"....not a wasted inch of space. With a 60-hour weekly program schedule, 1/3 of which is done locally, the 1350 square foot studio is accustomed to back-to-back programming. The studio is equipped with two RCA cameras, two RCA 16mm projectors, two 2x2 slide projectors, one baloptican, one projectall and a film and music library and cutting and editing rooms. Imminent move of the newspaper to its own new building will leave ample space for studio expansion in the present building.

3-HOUR AFTERNOON PROGRAM DAILY

Most ambitious programming effort for the station has been the 3-6pm daily Sports Parade that is not merely sports, but a melange of news, chatter, song and dance as well as sports results and sports remotes. Presided over by Jim McManus and Bailey Goss with the help of some able young staffers, the program celebrated its first anniversary on April 20th. Since June of last year, the program has been picked up by WMAL-TV Washington for a slight operational fee. The sponsor, National Beer, has bought both markets for one hour daily. Produced in the L shapped, 59 x 14 x 7½ foot studio, the program employs a natural rise in the flooring as a stage for the performers, has a big scoreboard for sports results, picks up racing by remote from the neighboring racetracks and flashes racing results. Crews alternate between studio and remote assignments, and the normal studio group consists of 2 cameramen, one audio man, a boom mike and a video shader.

PROGRAM SCHEDULE - The station is a primary CBS-TV affiliate and so takes most of the top-ranking network programs. Around this evening entertainment, it has built a schedule of news, special events and service shows - as well as its own entertainment programs. Being film conscious, program director Cochrane has scheduled a daily Western from 6 to 6:30pm and it has won him the highest cross-the-board 6-8pm rating in Baltimore - averaging about 30 or more, according to American Research. The daily 3-hour afternoon session ranges up to a 10, while the overall evening average share of TV audience, according to Hooper, is 37.7%.

WMAR-TV likes sports. The station reports that TV has not hurt the Baltimore sports gate, but it was willing to up its fee to the wrestling promoted at the Coliseum in order to air his show on Tuesday evenings. Also carried are the CBS boxing from New York on Wednesdays and a daily schedule of racing by remote. The featured Preakness event at Pimlico is a May 20th highlight, with Northcool picking up the local coverage at 4pm and the film over CBS TV Network at 10:30pm. Navy footbal games, Baltimore Bullet basketball games, U. of Maryland activities are also regulars.

FILM UNIT DOES AN OUTSTANDING JOB

The Sunpapers TV Newsreel is probably the oldest daily newsreel in the country. It has not missed a day's airing between October 1947 and now, and it has the biggest audience of any newsreel in the Baltimore-Washington area. Backed by 113 years of Baltimore Sun experience and staffed by 4 camera men, 2 lab men, 2 editors, 2 script and news writers, 1 director and news editor, the film unit turns out a mile of film per week, supplying a great deal of it to the CBS network news as well. Record coverage of all sorts of events is a common occurrance. In addition, the newsreel has performed a public service to the community by carrying appeals and drives.

But with 6 Bell & Howell cameras and 2 Cine-Kodaks as well as a Houston processor the unit has developed into a proficient and economical producer of film and slide commercials and is prepared to produce, design, construct or furnish partial or complete sets, artwork, props, costumes, or "still" photos of all productions. New York City producers will shudder at hearing that the unit has made over 200 film spots at a flat 1-minute fee of $35 for live action silent (narrator furnished by station) and similarly low prices for animation. This work is done, of course, only as a service to advertisers on the station and a fee of about $100 per print is charged for usage on another station. One animation film for a silverware manufacturer was turned out by Stickle and staff for $87.

STATION GETS AWARDS AND SPONSORS TOO

Two awards have been made to the station for its public service work. One, the National Safety Council's Public Interest Award for 1949 was made for "exceptional service to safety". The other, the Alfred P. Sloan Highway Safety Award, was made in recognition of the program "Court of Common Sense", which dramatizes traffic court cases presided over by a real judge.

As for sponsors, the station is making out pretty well, too. Its national representative - The Katz Agency - would like more time made available for national spot sponsors, but WMAR-TV is doing well with its success stories from local beer, bread, dairy, laundry, automobile and appliance dealers, specialty shops, contractors and the like. The larger department stores are getting in TV too. The station began a shoppers program on May 15 from its studio. But with two remote units on hand, program director Cochrane would like to start direct pickup from the department stores as his next daytime feature. With a market like Baltimore to exploit, no wonder that this aggressive TV station looks to the future.

104 TV STATIONS NOW ON THE AIR

FCC DECISIONS ON COLOR AND "FREEZE" DETERMINE FUTURE

Two significant decisions to be made by the FCC, vitally affecting the future of television, are color and the lifting of the "freeze". Senator Ed Johnson, Chairman of the Senate Interstate Commerce Committee, last week said that "the Commission cannot begin consideration of the allocation problem before it has made a color decision one way or another." He added there was little hope of ending the "freeze" before the end of the year. FCC Chairman Wayne Coy told NAB delegates last month that he "hoped the 'freeze' would be lifted by the end of 1951."

Meanwhile, the Commission has set June 20th as the deadline for the filing of information on color, indicating that a decision might be made sometime during the summer. Trade papers see the race for color narrowed down to RCA with an all-electronic system and CBS with a mechanical system.

When the color problem is settled, decisions must be made on television rules, standards and allocations of channels and frequencies (VHF - UHF). According to the latest figures released by the Television Broadcasters Association, as of May 1 there were 104 commercial operating television stations in 62 markets with 5 CP's outstanding. 41 cities have 1 station; 11 have 2; 7 have 3; 2 have 4; 1 city has 7 stations and 1 has 6. The proposed FCC allocations plan would permit four or more channels in only 61 cities.

The following listing, city-by-city, is published for your information. Addresses have not been included since correspondence addressed **to station and city will be** delivered. Further personnel information may be secured upon request of subscribers.

KEY: A -- ABC
C -- CBS
D -- DuMont
N -- NBC
P -- Paramount
(O) -- Network Owned & Operated
(#) -- Denotes Channel

ALBUQUERQUE,N.M. (4) KOB-TV

Gen Mgr - T.M. Pepperday
TV Mgr - George Johnson
Prog Dir - Dorothy Smith
Film Mgr - George Johnson
Network - A,C,N,D

AMES, IOWA (4) WOI-TV

Gen Mgr - Richard Hull
Prog Mgr - W.D. Donaldson
O & O By Iowa State A&M

ATLANTA, GA. (5) WAGA-TV

Sta Mgr - George Storer Jr
Sls Mgr - Jack Collins
Prog Dir - Bill Terry
Film Mgr - Bill Terry
Sta Rep - Katz
Network - C,D

ATLANTA, GA. (8) WSB-TV

Gen Mgr - John Outler Jr
Comm Mgr - Frank Gaither
Prog Dir - Marcus Bartlett
Film Mgr - Jean Hendrix
Sta Rep - Edward Petry

BALTIMORE,MD. (13) WAAM

Gen Mgr - Norman C. Kal
Comm Mgr - Armand Grant
Prog Dir & Film - H. Cahan
Sta Rep - Harrington, Righter & Parsons
Network - A,D

BALTIMORE,MD. (11) WBAL-TV

Gen Mgr - Harold C. Burke
Comm Mgr - Leslie Peard Jr
Prog Mgr - Willis Freiert
Film Mgr - Mel Quinn
Sta Rep - Edward Petry
Network - NBC

BALTIMORE,MD. (2) WMAR-TV

Gen Mgr - E.K. Jett
Comm Mgr - Ernest A.Lang
Prog Dir - Robt Cochrane
Film Mgr - David Stickle
Sta Rep - Katz
Network - C

BINGHAMTON,N.Y. (12) WNBF-TV

Gen Mgr - Cecil Mastin
Sls Mgr - Stanley Heslop
Prog Dir - Edward Scala
Sta Rep - Bolling
Network - A,C,D,N

BIRMINGHAM,ALA. (13) WAFM-TV

Gen Mgr - Thad Holt
Comm Mgr - C.P. Persons
Prog Mgr - Lionel Baxter
Film Mgr - Lionel Baxter
Sta Rep - CBS Radio Sls
Network - A,C

BIRMINGHAM,ALA. (4) WBRC-TV

Gen Mgr - G.P. Hamann
Comm Mgr - Don D. Campbell
Prog Dir - M.D. Smith
Film Mgr - G.P. Hamann
Sta Rep - Blair TV
Network - D,N

BLOOMINGTON,IND. (10) WTTV

Gen Mgr - Glenn Van Horn
Sls Mgr - Robert Lemon
Prog Dir - Robert Petranoff
Film Mgr - F. Cook
Sta Rep - Barnard & Thompson
Network - A,C,D,N

BOSTON,MASS. (4) WBZ-TV

Gen Mgr - J.B. Conley
Sales Mgr - C.Herbert Masse
Prog Mgr - W.Gordon Swan
Film Mgr - Carl Lawton
Sta Rep - NBC Spot Sales
Network - N

BOSTON,MASS. (7) WNAC-TV

Gen & Comm Mgr - L.Travers
Prog Dir - George Steffy
Film Mgr - James Pike
Sta Rep - Edward Petry
Network - A,C,D

BUFFALO,N.Y. (4) WBEN-TV

Gen Mgr - A.H.Kirchofer
Sls Mgr - Nicholas Malter
Prog Dir - George Torge
Film Mgr - Quint Renner
Sta Rep - Harrington,R&P
Network - A,C,D,N

CHARLOTTE,N.C. (3) WBTV

Gen Mgr - Chas Crutchfield
Sales Mgr - Keith Byerly
Prog Dir & Film - L.Walker
Network - A,C,D,N

CHICAGO,ILL. (4) WBKB

Gen Mgr - John Mitchell
Prog Dir - Jonny Graff
Film Mgr - Alan Rhone
Sta Rep - Weed
Network - C

CHICAGO,ILL. (7) WENR-TV

Gen Mgr - James Stirton
Comm Mgr - Roy McLaughlin
Prog Dir - Fred Kilian
Film Mgr - John Berg
Sta Rep - ABCSpot Sales
Network - ABC (O)

CHICAGO,ILL. (9) WGN-TV

Gen Mgr - Frank Schreiber
Comm Mgr - Wm. McGuineas
Prog Dir - Jay Faraghan
Film Mgr - Elizabeth Bain
Sta Rep - DuM Spot Sales
Network - D

CHICAGO,ILL. (5) WNBQ

Gen Mgr - I.E. Showerman
Sls Mgr - John McPartlin
Prog Dir - Edwin Mills
Sta Rep - NBC Spot Sales
Network - NBC (O)

CINCINNATI,O.(7) WCPO-TV

Gen Mgr - M.C. Watters
Sls Mgr - John P. Smith
Prog Dir - Harry Le Brun
Film Mgr - Ed Weston
Sta Rep - Branham
Network - A,D

CINCINNATI,O.(11) WKRC-TV

Gen Mgr - Hulbert Taft
Comm Mgr - U.A. Latham
Prog Dir - R. Von Albrecht
Film Mgr - R. Ostrander
Sta Rep - Katz
Network - C

CINCINNATI,O. WLW-T

Gen Mgr - R.E. Dunville
Sls Mgr - Wm McCluskey
Prog Dir - Lin Mason
Film Mgr - Russ Landers
Network - N

CLEVELAND,O. (5) WEWS

Gen Mgr & Sls - J.Hanrahan
Prog Dir - Donald Pierce
Film Mgr - Wm Goldstein
Sta Rep - Branham
Network - A,C

CLEVELAND,O. (4) WNBK

Gen Mgr - John McCormick
Comm Mgr - Harold Gallagher
Prog Mgr - Philip Worcester
Film Mgr - Al Odeal
Sta Rep - NBC Spot Sales
Network - NBC (O)

CLEVELAND,O. (9) WXEL

Gen Mgr - Herbert Mayer
Comm Mgr - F. Snyder
Prog Dir - Russell Speirs
Film Mgr - Ed Abbott Jr
Sta Rep - Katz
Network - A,D

COLUMBUS,O. (10)WBNS-TV

Gen Mgr - Richard Borel
Comm Mgr - Robert Thomas
Film Mgr - Randy Larson
Sta Rep - Blair TV
Network - C

COLUMBUS,O. (3) WLW-C

Gen Mgr - R.E. Dunville
Sls Mgr - George Henderson
Prog Dir - Tom Gleba
Film Mgr - Russ Landers
Sta Rep - Crosley Sales
Network - N

COLUMBUS,O. (6) WTVN

Gen Mgr - John Rossiter
Comm Mgr - Herb Stewart
Prog Dir & Film - C.Males
Sta Rep - Headley-Reed
Network - A,D

DALLAS,TEXAS (8) WFAA-TV

Gen Mgr - Curtis Sanford
Comm Mgr - Del Ramey
Prog Mgr - Larry DuPont
Film Mgr - Doug Thompson
Sta Rep - Adam Young
Network - D,P

DALLAS,TEXAS (4) KRLD-TV

Gen Mgr - C.W. Rembert
Comm Mgr - W.A. Roberts
Prog Dir - Roy George
Film Mgr - Roy George
Sta Rep - Branham
Network - C

DAVENPORT,IA. (5) WOC-TV

Gen Mgr - Ernie Sanders
Prog Dir - Charles Freburg
Film Mgr - Ernie Sanders
Sta Rep - Free & Peters
Network - N

DAYTON,OHIO (13) WHIO-TV

Gen Mgr - Robert Moody
Comm Mgr - Harvey Young Jr
Prog Dir - Lester Spencer
Film Mgr - C. Gillen
Sta Rep - Katz
Network - A,C,D

DAYTON,OHIO (5) WLW-D

Gen Mgr - R.E. Dunville
Prog Dir - A.D. Faust
Film Mgr - Russ Landers
Sta Rep - Crosley Sales
Network - N

DETROIT,MICH. (2) WJBK-TV

Gen & Comm Mgr - R.E.Jones
Prog Dir - Lanny Pike
Film Mgr - Howard Shippen
Sta Rep - Katz
Network - C,D

DETROIT,MICH. (4) WWJ-TV

Gen Mgr - Harry Bannister
Sls Mgr - W. Walbridge
Prog Mgr - Melvin Wissman
Film Mgr - A. Sheldon
Sta Rep - G.P.Hollingbery
Network - N

DETROIT,MICH. (7) WXYZ-TV

Gen Mgr - James Riddell
Comm Mgr - Harold Christian
Prog Dir - John Pival
Film Mgr - A. Batson
Sta Rep - ABC Spot Sales
Network - ABC (O)

ERIE,PA. (12) WICU

Gen & Comm Mgr-R.Underhill
Prog Dir - Don Lick
Film Mgr - John Cook
Sta Rep - Headley-Reed
Network - A,C,D,N

FORT WORTH,TEX. (5) WBAP-TV

Gen Mgr - Geo. Cranston
Comm Mgr - Roy Bacus
Prog Dir - Bob Gould
Film Mgr - Lynn Trammell
Sta Rep - Free & Peters
Network - A,N

GRAND RAPIDS (7) WLAV-TV

Gen & Comm Mgr-H.M.Steed
Prog Dir - Hal Kaufman
Film Mgr - Hal Kaufman
Sta Rep - John Pearson
Network - A,C,N,D

GREENSBORO,N.C.(2) WFMY-TV

Gen Mgr - Gaines Kelley
Comm Mgr - Robert Lambe
Prog Dir & Film-T.Austin
Sta Rep - Harrington,R&P
Network - A,C,D,N

HOUSTON,TEXAS KLEE-TV

Gen Mgr - Sidney Balkin
Prog Dir - Ken Bagwell
Film Mgr - M.B. Johnson
Sta Rep - Adam Young
Network - A,C,D,N

HUNTINGTON,W.VA.(5) WSAZ-TV

Gen Mgr - Marshall Rosene
Comm Mgr - L.H. Rogers
Prog Dir - J.H.Ferguson
Film Mgr - James Twell
Sta Rep - Katz
Network - A,C,D,N

INDIANAPOLIS (6) WFBM-TV

Gen Mgr - Harry Bitner
Comm Mgr - William Kiley
Prog Dir - Frank Sharp
Film Mgr - Hugh Kibbey
Sta Rep - Katz
Network - A,C,D,N

JACKSONVILLE (4) WMBR-TV

Gen & Comm Mgr-G.Marshall
Prog Dir & Film-P.Acosta
Sta Rep - Avery-Knodel
Network - A,C,D,N

JOHNSTOWN,PA. (13)WJAC-TV

Gen Mgr - A.D. Schrott
Prog Dir & Film-F.Cummins
Sta Rep - Headley-Reed
Network - A,C,D,N

KANSAS CITY (4) WDAF-TV

Gen Mgr - Dean Fitzer
Comm Mgr - Manne Russo
Prog Dir & Film-Wm. Bates
Sta Rep - Harrington,R&P
Network - A,C,D,N

LANCASTER,PA. (4) WGAL-TV

Gen Mgr - Harold Miller
Sls Mgr - Robert Gulick
Prog Dir - P.Rodenhausen
Sta Rep - Robert Meeker
Network - A,C,N

LANSING,MICH. (6) WJIM-TV

Gen & Comm Mgr-H.F. Gross
Prog Dir - Howard Finch
Sta Rep - John Pearson
Network - A,C,N

LOS ANGELES (7) KECA-TV

Gen Mgr - Clyde P. Scott
Comm Mgr - W.K. McDaniel
Prog Dir - Philip Booth
Film Mgr - George Boggs
Sta Rep - ABC Spot Sales
Network - ABC (O)

LOS ANGELES (9) KFI-TV

Gen Mgr - Haan J. Tyler
Comm Mgr - Kevin Sweeney
Prog Mgr - Kenneth Higgins
Film Mgr - James Love
Sta Rep - Edward Petry

LOS ANGELES (13) KLAC-TV

Gen Mgr - Don Fedderson
Comm Mgr - David Lundy
Prog Dir & Film-Fred Henry
Sta Rep - Katz

LOS ANGELES (4) KNBH

Gen Mgr - Thomas McFadden
Comm Mgr - Frank Berend
Prog Dir - Robert Brown
Sta Rep - NBC Spot Sales
Network - NBC (O)

LOS ANGELES (5) KTLA

Gen Mgr - Klaus Landsberg
Comm Mgr - Harry Maynard
Film Mgr - Leland Muller
Sta Rep - Paramount TV
Network - P (O)

LOS ANGELES (2) KTSL

Gen Mgr - Charles Glett
Comm Mgr - Robert Hoag
Film Mgr - Don Hine
Sta Rep - Blair TV
Network - D

LOS ANGELES (11) KTTV

Gen Mgr - H.M. Dunham
Sls Mgr - Frank King
Prog Dir - Robert Purcell
Sta Rep - CBS Radio Sales
Network - C

LOUISVILLE,KY. (5) WAVE-TV

Gen Mgr - Nathan Lord
Comm Mgr - Ralph Jackson
Dir Of TV & Film-John Boyle
Prog Dir - George Patterson
Sta Rep - Free & Peters
Network - A,C,D,N

LOUISVILLE,KY. (9) WHAS-TV

Gen Mgr - Victor Sholis
Sls Dir - Neil Cline
Prog Dir - Harold Fair
Film Mgr - Ed Driscoll
Sta Rep - Edward Petry
Network - C

MEMPHIS,TENN. (4) WMCT

Gen Mgr - H.W. Slavick
Comm Mgr - J.C. Eggleston
Prog Dir & Film-W. Mount
Sta Rep - Branham
Network - A,C,D,N

MIAMI,FLA. (4) WTVJ

Gen Mgr - Lee Ruwitch
Prog Mgr - Clyde Lucas
Film Mgr - Labe Mell
Sta Rep - Free & Peters
Network - A,C,D,N

MILWAUKEE (3) WTMJ-TV

Gen Mgr - Walter Damm
Prog Mgr - James Robertson
Film Mgr - Jas Fitzgerald
Sta Rep - Harrington,R&P
Network - A,C,D,N

MINNEAP-ST. PAUL(5) KSTP-TV

Gen Mgr - Stan Hubbard
Sls Mgr - M.C. Robertson
Prog Dir - Del Franklin
Film Mgr - Dick Kepler
Sta Rep - Edward Petry
Network - NBC

MINNEAP-ST.PAUL (4)WTCN-TV

Gen Mgr - F.Van Konyenburg
Comm Mgr - R.N. Ekstrum
Prog Dir - Judy Bryson
Film Mgr - Harry Jones
Sta Rep - Free & Peters
Network - A,C,D

NEW HAVEN,CONN. (6) WNHC-TV

Gen Mgr - James T. Milne
Comm Mgr - Vince Callanan
Prog Dir - Jean O'Brien
Film Mgr - Vince Callanan
Sta Rep - Katz
Network - A,C,D,N

NEW ORLEANS,LA.(6) WDSU-TV

Gen Mgr - Robert Swezey
Comm Mgr - A.Louis Read
Prog Dir - S. Holiday
Film Mgr - Rose Wetzel
Sta Rep - Blair TV
Network - A,C,D,N

NEWARK,N.J. (13) WATV

Gen Mgr - I.R.Rosenhaus
Sls Dir - Edmund Lennon
Prog Dir - George Green
Film Mgr - Robt Paskow
Sta Rep - Weed

NEW YORK,N.Y. (5) WABD

Gen Mgr - Chris Witting
Sls Mgr - Tom Gallery
Prog Dir - James Caddigan
Film Mgr - Andrew Jaeger
Sta Rep - DuM Spot Sales
Network - DuMont (O)

NEW YORK,N.Y. (2) WCBS-TV

Gen Mgr - Richard Swift
Sls Mgr - George Dunham
Prog Mgr - Richard Doan
Film Mgr - Grant Theis
Sta Rep - CBS Radio Sales
Network - CBS (O)

NEW YORK,N.Y. (7) WJZ-TV

Gen Mgr - Clarence Doty
Sls Mgr - Earl Salmon
Prog Dir - Alex.Stronach
Film Mgr - Nat Fowler
Sta Rep - ABC Spot Sales
Network - ABC (O)

NEW YORK,N.Y. (4) WNBT

Gen Mgr - Ted Cott
Sls Mgr - Don Norman
Prog Dir - John Reber
Film Mgr - Ray Kelly
Sta Rep - NBC Spot Sales
Network - NBC (O)

NEW YORK,N.Y. (9) WOR-TV

Prog Dir - J.F.Seebach Jr
Sls Dir - Robert C. Mayo
Film - N. Livingston
Sta Rep - WOR Sales

NEW YORK,N.Y. (11) WPIX

Gen Mgr - G.B. Larson
Sls Mgr - Tom Duncan
Prog Mgr - Warren Wade
Film Mgr - Tony Azzata
Sta Rep - Free & Peters

NORFOLK,VA. (4) WTAR-TV

Gen Mgr - C. Arnoux
Comm Mgr - John W. New
Prog Dir - Fred Lowe
Film Mgr - Winston Hope
Sta Rep - Edward Petry
Network - A,C,D,N

OKLAHOMA CITY (4) WKY-TV

Gen Mgr - P.A. Sugg
Comm Mgr - R.E. Chapman
Prog Dir - Paul Brawner
Film Mgr - Keith Mathers
Sta Rep - Katz
Network - A,C,D,N

OMAHA,NEB. (3) KMTV

Gen Mgr - Owen Saddler
Comm Mgr - Howard Peterson
Prog Dir & Film - G.Harris
Sta Rep - Avery-Knodel
Network - A,C,D

OMAHA,NEB. (6) WOW-TV

Gen Mgr - John Gillin
TV Mgr - Joseph Herold
Prog Dir - Lyle DeMoss
Film Mgr - F. Kellicher
Sta Rep - Blair TV
Network - N

PHILADELPHIA (10) WCAU-TV

Gen Mgr - Don.Thornburgh
Sls Mgr - A.Rosenman
Prog Dir - John McClay
Film Mgr - Helen Buck
Sta Rep - CBS Radio Sales
Network - C

PHILADELPHIA (6) WFIL-TV

Gen Mgr - Roger W. Clipp
Sls Dir - John Surrick
Prog Dir - Herbert Horton
Film Mgr - Walter Tillman
Sta Rep - Katz
Network - A,D

PHILADELPHIA (3) WPTZ

Gen Mgr - Ernest Loveman
Comm Mgr - A.Dannenbaum Jr
Film Mgr - Al Mann
Sta Rep - NBC Spot Sales
Network - N

PHOENIX,ARIZONA (5) KPHO

Gen Mgr - E.R. Borroff
Comm Mgr - Richard Heath
Film Mgr - Carl Wester
Sta Rep - Edward Petry
Network - A,C,D,N

PITTSBURGH,PA. (3) WDTV

Gen & Comm Mgr-Don.Stewart
Sls Dir - Larry Israel
Prog Dir - Leslie Arries Jr
Film Mgr - Harry Munson
Sta Rep - DuMont Spot Sls
Network - A,C,D,N

PROVIDENCE,R.I.(11) WJAR-TV

Gen & Comm Mgr - J.Boyle
Prog Dir - James Orchard
Film Mgr - John Boyle
Sta Rep - Weed
Network - C,N

ROCHESTER,N.Y. (6) WHAM-TV

Gen Mgr - William Fay
Comm Mgr - John Kennedy Jr
Prog Dir - Chas Siverson
Film Mgr - Dave Manning
Sta Rep - Hollingbery
Network - A,C,D,N

RICHMOND,VA. (6) WTVR

Gen Mgr - Wilbur Havens
Comm Mgr - Walter Bowry Jr
Prog Dir & Film-C.Rianhard
Sta Rep - Blair TV
Network - N,C,D

SALT LAKE CITY (4) KDYL-TV

Gen Mgr - S.S. Fox
Comm Mgr - George Provol
Prog Dir - Dan Rainger
Film Mgr - F.C. Eckhardt
Sta Rep - Blair TV
Network - N

SALT LAKE CITY (5) KSL-TV

Gen Mgr - C.Richard Evans
Sls Mgr - Frank McLatchy
TV Dir - Lennox Murdoch
Film Mgr - Wayne Richards
Network - A,C,D

SAN ANTONIO (5) KEYL

Gen Mgr - W.B. Miller
Comm Mgr - Sherrill Edwards
Prog Mgr - Mort Denk
Film Mgr - Bill Robb
Sta Rep - Adam Young
Network - D,P

SAN ANTONIO (4) WOAI-TV

Gen Mgr - Hugh Halff
Comm Mgr - Jack Keasler
Prog Dir - J.R. Duncan
Film Mgr - Hull Youngblood
Sta Rep - Edward Petry
Network - A,C,N

SAN DIEGO,CAL. (8) KFMB-TV

Gen Mgr - Jack O. Gross
Comm Mgr - W.O. Edholm
Prog Dir & Film-Al Flanagan
Sta Rep - Branham
Network - A,C,N

SAN FRANCISCO (7) KGO-TV

Gen Mgr - Gayle Grubb
Comm Mgr - Vincent Francis
Prog Dir - Bloyce Wright
Film Mgr - Nancy McDuff
Sta Rep - ABC Spot Sales
Network - ABC (O)

SAN FRANCISCO (5) KPIX

Gen Mgr - Philip Lasky
Prog Dir & Film-S.Spillman
Sta Rep - Katz
Network - C,D

SAN FRANCISCO (4) KRON-TV

Gen Mgr - Charles Theriot
TV Dir - Harold See
Film Mgr - A. Constant
Sta Rep - Free & Peters
Network - N

SCHENECTADY,N.Y. (4) WRGB

Gen Mgr - R.S. Peare
Sls Mgr - E.P. Weil
Prog Dir - A.G. Zink
Film Mgr - A.G. Zink
Sta Rep - NBC Spot Sales
Network - N

SEATTLE,WASH. (5) KING-TV

Gen Mgr - Hugh Feltis
Comm Mgr - Al Hunter
Prog Dir & Film-L.Schulman
Sta Rep - Blair TV
Network - A,C,D,N

ST.LOUIS (5) KSD-TV

Gen Mgr - Geo. Burbach
Comm Mgr - Edward Hamlin
Prog Dir - Harold Grams
Film Mgr - Keith Gunther
Sta Rep - Free & Peters
Network - A,C,D,N

SYRACUSE,N.Y. (8) WHEN

Gen Mgr - Paul Adanti
Comm Mgr - William Bell
Prog Dir - Edward Roden
Film Mgr - Lisle Conway
Sta Rep - Katz
Network - A,C,D

SYRACUSE,N.Y. (5)WSYR-TV

Gen Mgr - E.R.Vadeboncoeur
Prog Dir & Film-W.Rothrum
Sta Rep - Headley-Reed
Network - N

TOLEDO,OHIO (13) WSPD-TV

Gen Mgr - E.Y. Flanigan
Prog Dir - Glenn Jackson
Film Mgr - Elaine Phillips
Sta Rep - Katz
Network - C,D,N

TULSA,OKLA. (6) KOTV

Gen Mgr - Maria Alvarez
Comm Mgr - John Hill
Prog Dir - Ronald Oxford
Film Mgr - Don Thompson
Sta Rep - Adam Young
Network - A,C,D,N

UTICA,N.Y. (13) WKTV

Gen Mgr - Michael Fusco
Sta Rep - Cooke
Network - N,C,A

WASHINGTON,D.C.(7) WMAL-TV

Gen Mgr - K.H. Berkeley
Comm Mgr - Ben Baylor Jr
Prog Dir - Charles Kelly
Sta Rep - ABC Spot Sales
Network - A

WASHINGTON,D.C. (5) WTTG

Gen Mgr - Walter Compton
Comm Mgr - Harold Sheffers
Prog Dir - Roger Coelos
Film Mgr - Jules Huber
Sta Rep - DuMont Spot Sls
Network - DuMont (O)

WASHINGTON,D.C. (4) WNBW

Gen Mgr - Wm. McAndrew
Sls Mgr - Chas de Lozier
Prog Dir - Ralph Burgin
Film Mgr - George Dorsey
Sta Rep - NBC Spot Sales
Network - NBC (O)

WASHINGTON,D.C. (9) WOIC

Gen Mgr - Eugene Thomas
Comm Mgr - Wm. Murdock
Prog Dir - James McMurry
Film Mgr - Montrey Ashburn
Sta Rep - WOR Sales
Network - C

WILMINGTON,DEL. WDEL-TV

Gen Mgr - J.Gorman Walsh
Sls Mgr - Robert Gulick
Prog Dir & Film-J.Ashstead
Sta Rep - Meeker
Network - D,N

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Ross Reports

ON TELEVISION PROGRAMMING

EDITORIAL DIR: Gerson Miller
EDITOR : Henry Colman
RESEARCH: Nicholas Gordon

VOL. 2 NO. 3
SUPPLEMENT C

MAY 28 - JUNE 3, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Mon(29) - NBC(Ch4) 9:30-10pm; ONE-TIME-ONLY - Name It And Claim It; from WNBT to E&MW Nets; Sustaining; MC Johnny Morgan in audience-participation show; contestants must give one word answer to a question, and if correct receive both prize and money; Packager-Producer - Mildred Fenton; Supervisor - Richard Lewis of Fenton; Director - Larry Schwab NBC.

NBC(Ch4) 11-12 midnight; DEBUT - Broadway Open House; from WNBT to E&MW Nets; Monday-Friday; complete cast for comedy-variety show to-be-announced; music by Milton DeLug Trio; Sponsor - Anchor-Hocking; Agency - William Weintraub; Supervisor - Noran Kersta, Weintraub; Producer - Vic McLeod NBC; Director - Joe Cavalier NBC.

Tue(30) - NBC(Ch4) 9:30-10pm; ONE-TIME-ONLY - The Long Walk; from WNBT to E&MW Nets; Sustaining; second production in proposed "Cameo Theater" series; story by Harry Junkin, adapted by Ethel Frank & Richard Goode; with Richard Carlyle, Patricia Breslin, Robert Bolger & Others; Producer-Director - Albert McCleery NBC; Original Music - Chris Kiernan; played on musical saw by William Benner.

WOR(Ch9) 6-6:45pm; CHANGE - The Mystery Rider; on WOR-TV local;Sustaining; Tuesday-Saturday; live children's western with film inserts expands to 45 minutes and gets new starting time; Producer-Director - Mende Brown WOR.

Wed(31) - DuM(Ch5) 9:30-10pm; CHANGE - The Plainclothesman; from WABD to E&MW Nets; mystery drama picks up sponsor - Consolidated Cigar for Harvester Cigars (52 weeks); Agency - Erwin Wasey; Supervisor - Richard Eastland, Wasey; Packager - Transamerican; Dir-Bill Marceau DuM.

- more -

THIS ISSUE

Wed(31) - WOR(Ch9) 8:30pm to conclusion; DEBUT - Bushwick Baseball; on WOR-TV local; Sustaining; first in a series of Wednesday night games from Dexter Park, Brooklyn with commentary by Stan Lomax; Director - Ralph Giffen WOR.

Thu(1) - WOR(Ch9) 8-9pm; DEBUT - Bowery Music Hall; on WOR-TV local; Sustaining; musical variety show with MC Jack Waller and variety acts; Producer-Director - Jack Linder; Writer - Lee Sands; Music - Emerson Buckley WOR.

Sat(3) - ABC(Ch7) 9-9:30pm; RETURN - Q-Ball Championships; (formerly on WOR-TV); on WJZ-TV local; Sustaining; billiard matches feature six finalists of weekly inter-city contests; Director - Marshall Diskin ABC.

ABC(Ch7) 10-11:15pm; HIGHLIGHT - Roller Derby World Series; from Madison Square Garden; from WJZ-TV to 7 Sta E&MW Nets; first in a series of 3 telecasts with commentary by Joe Hasel & Ken Nydell; Sponsors - Dodge (first ½ hour); Agency - Ruthrauff & Ryan; Blatz Brewing (10:30-11:15pm); Agency - Kastor, Farrell, Chesley and Clifford; Director - Marshall Diskin ABC; additional telecasts scheduled for June 4 & June 8, 10-11:15pm.

NBC(Ch4) 9:30-10pm & 10:30-10:45pm; HIGHLIGHT - Music Under The Stars; Sustaining; charity concert by NY Philharmonic Orchestra from Ebbets Field for American Fund For Israel Institutions; Conductor-William Steinberg; Guests - Helen Jepson, Zino Francescatti, William Kappell & Jan Peerce; Producer-Director-Bill Garden NBC.

WOR(Ch9) 8:45pm to conclusion; DEBUT - Outdoor Wrestling From Hamilton Bowl; weekly sports event with commentary by Tom Moorehead.

PIX(Ch11) 9:30pm to conclusion; DEBUT - Stock Car Racing; on WPIX local; Sustaining; sporting events from the Freeport Stadium with commentator Duke Donaldson; Director - Jack Murphy WPIX.

LAST WEEK'S DEPARTURES

ABC -- Marshal Of Gunsight Pass departed Saturday May 27.

CBS -- International Boxing Club departed Wednesday May 24.

NBC -- Gillette Boxing departed Friday May 26.

LAST WEEK'S ARRIVALS

ABC -- Dione Lucas returned on WJZ-TV local; 1-1:30pm Fridays; (formerly on WCBS-TV); cooking demonstrations and hints; Sponsor - Argyle Douglas Corp. for Cooking School; Agency - Hubert L. Mihic; Director - Richard Depew ABC.

Cartoon Tele-Tales returned from WJZ-TV to E&MW Nets; 6:30-7pm Sunday; Sust;kid's show with cartoons and narration by Chuck & Jack Luchsinger; Packager - Lee Orgel; Producers-Chuck & Jack Luchsinger; Director - Richard Depew ABC.

Faith For Today debuted on WJZ-TV local; 9:30-10pm Sunday; religious program; Sponsor - Greater NY Conference Of Seventh Day Adventists.

LAST WEEK'S ARRIVALS (Cont'd)

ABC -- Mama Rosa debuted from WJZ-TV to E&MW Nets; 6:30-7pm Thursdays; Sustaining; on film; kinescope at KECA-TV Hollywood; situation comedy with boarding-house background features Anna Demetrio, Beverly Campbell, Richard Anderson & Others; Director - Eugenio De Laguoro.

Your Dog And Pet Show debuted on WJZ-TV local; 12:15-12:30pm Saturday; demonstrations on dog training with Frances Hartsock, guest trainers & fanciers; Participating - Flag Pet Food & Westchester Aquarium & Supply Co; Director - Dick Depew ABC.

CBS -- Facts and Forecasts debuted from WCBS-TV to E Net; 3:35-3:45pm Mon, Wed & Fri and 3:50-4pm Tue & Thu; Sustaining; latest news bulletins, weather reports and Telenews films; Producer - Edmund Chester CBS.

Faye Emerson Show returned from WCBS-TV to 4 Sta E&MW Nets; 10:30-10:45pm Sun; Sponsor - Arnold Bread; Agency - Benton & Bowles; Packager - Hardie Frieberg.

DuM -- Boxing Show debuted on WABD local; 8:30-9pm Fridays; Sustaining; sports program with MC Sam Taub and guest columnists and fighters; Director - David Lowe DuM.

NBC -- Don Winslow Of The Navy; on WNBT local; 10:10-10:30am Sunday; filmed adventure series picked up sponsor - Hygrade Food Products (13 weeks); Agency - Doyle, Dane & Bernbach.

Eloise McElhone Show (new title for "Quick On The Draw") debuted on WNBT local; cartoon-charade quiz with MC Eloise McElhone, artist Bob Dunn and 4 celebrity guests; effective June 3, show will be seen 9-9:30pm Saturdays; (debuted 10:30-11pm); Sponsor - Vim Electric & Westinghouse; Agency - McCann-Erickson; Supervisor - Lee Cooley,ME; Packager - Kermit Schafer; Director - Bill Warwick WNBT.

Sun And Fun Parade debuted on WNBT local; 1-1:05pm Tue & 6:50-6:55pm Thu;6 week series of five-minute sports films; Sponsor - Jantzen Knitting Mills for Swim Suits; Agency - Botsford, Constantine & Gardner; Super - Elizabeth Eyerly,BC&G.

FUTURES

June 5 Howdy Doody; from WNBT to 27 Sta E&MW Nets; also 14 kinesc; 5:30-6pm Monday-Friday; Mars Inc (thru Leo Burnett) renews 5:45-6pm Monday segment & picks up Wed & Fri segments 5:45-6pm for 13 weeks; Packager - Martin Stone.

June 16 Holiday Hotel; from WJZ-TV to 9 Sta E&MW Nets; also 32 kinesc; 9-9:30pm Thur; comedy variety show takes summer hiatus, returns Sept 14 at new time - 9:30-10pm Thursdays; Sponsor - Packard; Agency - Young & Rubicam.

July 7 Man Against Crime; from WCBS-TV to 13 Sta E&MW Nets; 8:30-9pm Fridays;mystery series takes summer hiatus until Sept 29; renewed by sponsor for 52 weeks effective Oct 6; Sponsor - Camels; Agency - William Esty.

Aug 31 Martin Kane, Private Eye; from WNBT to 22 Sta E&MW Nets; also 5 kinesc; detective drama with William Gargan renewed for 52 weeks; Sponsor - U.S. Tobacco; Agency - Kudner; Supervisor - Bunny Coughlin, Kudner.

Sept 24 Mr. I. Magination; from WCBS-TV to E&MW Nets; 6:30-7pm Sundays; children's show with Paul Tripp picks up sponsor - Nestle's Candy; Agency - Cecil & Presbrey; Supervisor - George Foley, C&P.

Briefs From The Trade And General Press

DUMONT LABORATORIES MAKE SCIENTIFIC ADVANCES - DuMont Laboratories have announced the development of a 3-color receiver tube which can be used with the CBS, RCA or CTI color systems. The tube has a fluorescent screen made up of fluorescent dots which produce color when struck by the electron beam. When the tube is placed in production, DuMont estimates that it "will cost about twice as much as a black and white tube of the same size".....Meanwhile, the development of "Stereo" - or three dimensional television - was announced Thursday by the Remote Control Engineering Division of Argonne National Laboratory(offshoot of the Atomic Energy Commission in the midwest) through the industrial cooperation of the DuMont Laboratories. The three dimensional television will provide a method of working with radio-active materials at a distance through remote control devices. Additional industrial applications are possible -- perhaps a modified version for home use in a few years.

MEXICAN TELEVISION STATION TO BEGIN SEPT.1 - 80 per cent of Southern California will be reached beginning September 1 by a new television station located near Rosarita Park, Lower California, according to Jorge Rivera, whose company has been allocated channel 6 by the Mexico Federal Communications Commission. The transmitter has been built and test patterns will begin shortly.

CBS TELEVISION CITY TO BE CONSTRUCTED IN HOLLYWOOD - A three-part development plan has been announced by CBS with the information that the network will purchase "the acreage of land now occupied by Gilmore Stadium in Hollywood near Beverly Hills." The other two parts of the plan will be an "exhaustive functional and engineering study designed to capitalize on past...and foreseeable future trends, " and "an architectural study to encompass the most efficient and effective forms and design." Construction will begin July 21,1951, 20 years to date after CBS began "America's first regular schedule of television broadcasting in New York City."

NEW PRODUCERS GROUP FORMED - The Independent Television Producers Association of New York and The Television Producers Association have joined organizations to form the new National Society of Television Producers. By-laws of both form the framework of the charter.

KLAC-TV SHOWS PROFIT - KLAC-TV, Hollywood, has been making a profit for the last two months, Don Fedderson, general manager, reports. Thcugh seven stations have been mentioned as having profitable periods, Mr. Fedderson believes this is the first station to do so in a city with more than one station. Daytime programming is mainly responsible for the expected $1½ million gross during 1950.

PANEL PREDICTS COLOR COMPROMISE - On a panel broadcast from Syracuse University's television studios, Dr. Thomas Goldsmith, DuMont, and Dr. W.R.G.Baker,General Electric, concluded that it will be 3-5 years before color television is commercially feasible and that the eventual system will be a compromise between RCA, CBS and CTI. Black and white will exist, they felt, even after the FCC decision on color,as color tubes will take 2 years to produce. Compatible television sets,even produced in quantity, will cost bewteen $600 and $1000.

HENRY COLMAN, Editor of the weekly Ross Reports, takes on a new position next week as a studio supervisor at NBC-TV. This move culminates a long desire to do production work. Hank has made a host of friends for Ross Reports and he's been instrumental in our growth. We wish him well. (W.A.R.).

PROGRAM	NET	TIME	GUESTS
SATURDAY MAY 27			
Cavalcade Of Stars	DuM	9-10pm	Carl Ravazza, singer; Keye Luke, actor; Ray Malone, dancer; Susan Miller, singer
Hollywood Screen Test	ABC	7:30-8pm	Arnold Moss, lead; Gaby Rogers, Charles Nolte, tests; Don Cherry, singer
Floor Show	CBS	7:30-8pm	Joe Sullivan, piano; Howard Malone, dancer; Claire Hogan, singer
Jack Carter Show	NBC	8-9pm	William Bendix, Georgia Gibbs, Louis Jordan Quintet, Consuelo & Melba, dancers
Ken Murray Show	CBS	8-9pm	James Dunn, actor; Janice Paige, singer; Ruby Keeler, Laura Webber, actress
The Trap	CBS	9-10pm	Sentence Of Death by Thomas Walsh;adapted by Adrian Spies; with George Reeve,Joseph Boland, Kim Stanley, Leslie Nielsen, Jack Lescoulie, Herbert Ratner, Eileen Palmer, Joseph Boley
SUNDAY MAY 28			
Answer Yes Or No	NBC	10:30-11pm	Jane Pickens, Peter Lind Hayes, Mary Healy
Celebrity Time	CBS	10-10:30pm	Garry Moore, Cornelia Otis Skinner
Colgate Theater	NBC	8:30-9pm	South Wind by Theodore Tinsley; adapted by William Kendall Clarke; with William Post Jr, Peggy French, Ivan Simpson,Gloria McGhee
Faye Emerson Show	CBS	10:30-10:45	Betty Betz
Goodyear-Whiteman Revue	ABC	7-7:30pm	Mindy Carson, singer
Leave It To The Girls	NBC	7-7:30pm	Robert Ruark, Harriet Van Horne
Philco Playhouse	NBC	9-10pm	Semmelweis by Joseph Liss; with Everett Sloan, E.G.Marshall, Felicia Montealegre, Guy Spaul, Mercer McLeod, Anna Minot, E.A. Krumschmidt
Say It With Acting	NBC	6:30-7pm	Member Of The Wedding vs. The Happy Time
Starlight Theater	CBS	7-7:30pm	The Juggler by Arthur Stringer; adapted by Charles Robinson; with Barry Nelson, Betty Garde, Judy Parrish, Cliff Hall, Alexander Clark, Mary Michael, Harry Cooke
Starlit Time	Dum	7-8pm	William Eythe
Supper Club	NBC	8-8:30pm	The Mills Brothers

PROGRAM	NET	TIME	GUESTS
			SUNDAY MAY 28
This Is Show Business	CBS	7:30-8pm	Peter Lind Hayes, Mary Healy, guest panelists, Ethel Waters, Harvey Stone, Tom Wonder, dancer
Toast Of The Town	CBS	8-9pm	Pat C. Flick & Joey Bishop, comics; Elliot Lawrence, bandleader; Patti Page, singer; Skating Macs, ice-skaters; Sherier, dancer
			MONDAY MAY 29
Chevrolet Tele-Theater	NBC	8-8:30pm	Letter To Edith by Faith Baldwin; adapted by Nelson Olmsted; with Nelson Olmsted, Alfreda Wallace, Sandra Ann Wigginton, Elsie Mae Gordon, Kevis Matthews, Shirley Blanc
Godfrey's Talent Scouts	CBS	8:30-9pm	Vic Bellamy, singer-guitarist; Vera Conti, soprano; The Harmonitones; Elsie Ann Marco, singer
Lights Out	NBC	9-9:30pm	How Love Came To Professor Guildea by Robert Hichens; adapted by James Lee; with Arnold Moss, Brandon Peters, Frank Daly
Mohawk Showroom	NBC	7:30-7:45pm	Morey Amsterdam
OKay Mother	DuM	1-1:30pm	Mrs. Peter Donald
Popsicle Parade Of Stars	CBS	7:45-8pm	Arthur Godfrey
Silver Theater (on film)	CBS	8-8:30pm	Close-Up by Seeleg Lester & Merwin Gerard; with Ann Dvorak, Donald Woods, John Gallaudet
Studio One	CBS	10-11pm	The Man Who Had Influence by Don Mankiewicz; adapted by Nancy Moore & Worthington Miner; with Robert Sterling, Stanley Ridges, King Calder, Ann Marno, Robert Pastene
Voice Of Firestone	NBC	8:30-9pm	Rise Stevens
Who Said That	NBC	10:30-11pm	Norman Thomas, Mary Margaret McBride, Geo. Allen
			TUESDAY MAY 30
Cavalcade Of Bands	DuM	9-10pm	Tex Beneke, Toni Arden, singer
Eloise Salutes The Stars	DuM	7:30-7:45pm	Betty Furness, guest MC; Vera Massey, singer; Selena Royle
Ed Wynn	CBS	9-9:30pm	Cass Daley, Danny Shaw
OKay Mother	DuM	1-1:30pm	Mrs. Stella Duncan, Gold Star mother

PROGRAM	NET	TIME	GUESTS
			TUESDAY MAY 30
Opera Concert	WOR	8-8:30pm	Marilyn Cotlow, soprano; Walter Fredericks, tenor
Suspense	CBS	9:30-10pm	Listen, Listen by R.E.Kendall;adapted by Charles Robinson; with Mildred Natwick, John McGovern, Gene Lyons, Jabez Gray, Jack Jordan
Texaco Star Theater	NBC	8-9pm	Martha Raye
Vanity Fair	CBS	4:30-5pm	Judge Samuel Liebowitz
Wendy Barrie	NBC	7:30-7:45pm	Arlene Francis,guest MC; Myron McCormick
			WEDNESDAY MAY 31
At Home Show	CBS	7:45-8pm	Martha Wright, singer
Godfrey & Friends	CBS	8-9pm	Dr.Franz Polgar, hypnotist;Beachcombers,sngrs
Kraft Theater	NBC	9-10pm	The Luck Of Guldeford by Edward Percy and Reginald Denham; adapted by Howard Lindsay; with Leslie Nielsen,Betty Blair, William Brower,Leona Maricle, Reynolds Evar
Mohawk Showroom	NBC	7:30-7:45pm	Stanley Ross, guitarist-singer
Stage 13	CBS	9:30-10pm	Now You See Him by Wyllis Cooper; with Dennis Harrison, Barbara Bolton, Lucille Patton, Helen Choate, Doris Roberts,Richard Shankland, Stuart Bradley
Toni Twin Time	CBS	9-9:30pm	Stan Freeman, pianist;Fosse & Niles,dancers
			THURSDAY JUNE 1
Alan Young Show	CBS	9-9:30pm	Connie Haines
Holiday Hotel	ABC	9:30-10pm	Vicki Cummings
Joyce Mathews	CBS	11-11:15pm	Maxie Rosenbloom
			FRIDAY JUNE 2
Ford Theater	CBS	9-10pm	The Shining Hour by Keith Winter;adapted by Norman Lessing; with Margaret Lindsay, Lois Wheeler, Richard Derr, Ben Lackland, Betty Linley, Don Hamner, Frank Compton
Mohawk Showroom	NBC	7:30-7:45pm	Ejnar Hansen, novelty act

NETWORKS' EFFORTS TO SELL SUMMER HIATUS TIME

MAKES THE SPRING CYCLE A PERIOD FOR PACKAGE AUDITIONS

In the Spring time, while young men's fancies turn to love, the radio and television networks and stations are concerned with economics -- namely those dealing with salvaging the Summer hiatus billings and filling the vacated time. The last few shows of the Spring cycle also give sponsors an opportunity to test possible program replacements for the Fall.

Although ROSS REPORTS plans to devote its July Monthly issue to a study of Packaging by Networks, Agencies and Independents, the current splurge of auditions has prompted an examination of the methods of auditioning new programs currently in vogue.

Packagers have found that they have recourse to four basic methods of auditioning, enumerated here in order of effectiveness.

a. Actual telecast -- resulting in audience reaction & a kinescope.
b. Closed Circuit telecast -- also provides a kinescope.
c. Film -- which is costly and sacrifices the spontaneity of a live audition.
d. Rehearsal Hall tryout -- giving no idea of camera direction or picture imagery.

Last Spring (1949) there were several instances of live telecast auditions, among them those by Procter & Gamble for its "Fireside Theater" and DuMont's "Program Playhouse" series. The former had no immediate result since P&G had all along planned to use the film series seen this last cycle, but it did give a number of packagers a chance to get on the air with a resulting kinescope. Out of the DuMont series came "Hands of Destiny" among others. A Friday night standby, this program has just now been sold to the NY Chevrolet Dealers after a year as a sustainer.

One recent closed circuit kinescope sale was made by CBS-TV, which circulated the Alan Young west coast kine around the agencies until it was picked up by Marschalk and Pratt for Esso. Because of the cost of kinescoping, network packagers have been more apt to use this type of audition, while independent producers have been largely forced into the rehearsal hall, script reading or film procedures. Filming is, of course, more costly than kinsecoping, but at least the producers have something to sell in the spot market if they can't make a commercial or network sale. Until now, independents have had to turn to Paramount's facilities at $800 for a half-hour program if they wanted a kinescope but could not get network interest in their package.

NBC's Tuesday Audition Slot

One good thing arising out of Pabst's cancellation of its "Life of Riley" program this Spring was NBC's setting up of an audition slot Tuesdays at 9:30pm. Result has been a 9-week series of auditions designed to build an audience for Armstrong Theater's debut on June 6th. The experimental series has included 2 weeks for Mr. Omm - an NBC house package using Charles Korvin to tie together a series of vignettes; 2 weeks of Cameo Theater - another dramatic house package; Come Out Fighting - the Louis Cowan program with Lee Tracy; Pantomime Theater with Jimmy Savo; Cads Are Scoundrels with Michael Arlen; and the independent package by G & W examined on the following page. This week, the network is offering the final audition - again under the title of Cameo Theater....as well as Mildred Fenton's Name It And Claim It on Monday at 9:30pm - the same slot where it earlier tried Menascha Skulnik.

ROSS REPORTS will publish another list of PACKAGES AVAILABLE in its second issue for June. Packagers should submit up to 3 shows each by June 6th.

(This week's show review illustrates the production procedure in preparing a package for a "one-shot" audition telecast.)

#22 - "THE GREAT MERLINI"

AUDITION DATE - Tuesday May 23 - 9:30-10pm - from WNBT to E&MW Nets - One Time Only

PACKAGER - G&W Television Prods
PRODUCERS - Felix Greenfield & Robert Whiteman
DIRECTOR - Curtis Canfield NBC
WRITER - Clayton Rawson
ADAPTOR - Jack Bentkover
SETS - Herbert Brodkin NBC
CAST: Chester Morris, Mary K. Wells, Kirk Brown, Cole McLaughlin, Patricia Wheel, Bram Nossen, Wryly Birch, William Terry, Alfreda Wallace and George Englund

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The axiom "many are called but few are chosen" may generally apply to the large group of independent packagers, but this week it applies in particular to G&W Television Productions. Of the literally hundreds of program ideas submitted to NBC Program Procurement for their Tuesday 9:30-10pm "audition" slot, G&W's "The Great Merlini" was among the few chosen. Some might call it luck, but the story behind selling a program for a "one-shot" proves that it takes hard work, money and in the words of the producers, "a hot property."

"The Great Merlini" is an "off-the-beaten-path" type of detective drama combining magic with detection. Chester Morris, well versed in the art of magic, plays the title role. Tuesday's telecast revolved about a murder in a sealed room with seances and magic tricks sustaining the element of mystery. The thesis of the proposed series was quoted in the opening narration: "Since crime and magic are both based on deception, the magician is well qualified to solve the almost clueless case." Morris delved into his experience as detective-magician and magic shop proprietor and came up with the solution to the crime. He and a supporting cast of top professionals handled their roles capably. Direction and camera work, especially the super-imposition and close-ups, were most effective.

THE IDEA - "The Great Merlini" represents the first sale for the producers, who over a year ago wedded their ideas and finances to go into the packaging business. They had on tap the usual assortment of dramatic, quiz, mystery and variety shows, but were searching for the unusual, the property that would get immediate attention. Greenfield, a magician in his own right, was familiar with the mystery stories of Clayton Rawson, who combined magic with crime detection. Realizing the visual possibilities of the combination, the producers secured the rights from the author.

IDEA TO SCRIPT - Next step in building the package was to find the right person to play the title role. Since the part called for a sizeable knowledge of magic, the producers first auditioned magicians who might also be able to act. After exhausting their search in this field, they looked for actors who were also magicians. Chester Morris, who started in show business as a magician, was shown the rough story outline and signed with G&W. His five year contract with the packager guarantees his being a part of the program for the entire length of its run.

Producers have found that the best presentation for a package is in script or kinescope form. Given the script, how to get a kinescope? Greenfield and Whiteman made a pitch to NBC toward this end.

The producers auditioned writers as they would actors, watched their work on television and reviewed their old scripts. Jack Bentkover, already well-known in script circles, was chosen for the writing job. He did not write on speculation, but was paid a standard script price. For ten days the writer researched magic acts, talked with magicians in order to learn their language and visited local magic shops.

SCRIPT TO PERFORMANCE - When the script was completed, it was submitted to Program Procurement at NBC. The network accepted the package and slotted it for the Tuesday evening audition period. G&W, working hand-in-hand with NBC, had just two weeks to get the show from script to camera. During the first week, after a production meeting, sets were designed, parts were cast and other production items settled. Dry rehearsals were held in the Nola Studios for six days from 1-6pm. The show had six hours of camera rehearsal the day of the telecast.

PRODUCTION - The NBC 106th Street Studio 2A is used for the Tuesday night auditions as well as The Clock," "The Aldrich Family," "Lights Out," "Believe It Or Not" and "One Man's Family". There are two smaller studios in the building which house "Camel News Caravan," "Judy Splinters" and WNBT programs. For Tuesday's show, 2A provided plenty of room for a library, hall entrance and magic shop. The shop, run by Merlini, was completely stocked with all types of magic tricks. Though there were ten people in the cast and many staff and technical people on the set, the studio permitted free movement of the three cameras and the boom mike.

The show's director, Curtis Canfield, is one of the few directors at NBC who is permitted his choice of scripts. His belief in as much pre-planning as possible saved much time in the rehearsal of "The Great Merlini." For the first day of rehearsal, his script contains directions and diagrams on camera shots, blocking, movement and he is able to tell the location of the actors on the set at any given point. The use of "flashbacks" in this script necessitated special planning and close timing. With recorded narration and a "pan" across the room, Canfield was able to cover the move of one of the principals from one set to another. At another point, one of the girls had to put on a robe and run to the opposite end of the set while the entire cast took their places on the set. A fade-out covered this, taking about eight seconds.

Producing a show for a "one-shot" is different than starting out on a whole new series, say the producers. There is not the opportunity to get to know the people with whom you are working, and production planning is not on a long range basis. But the network cooperation with the packager, at least in this case, was instrumental in making the show a success.

NETWORK-PACKAGER DEAL - Since the final terms of any contract depend upon the negotiating abilities of both parties, it is not possible to state any general policy regarding network and packagers in a "one-shot" audition. G&W's deal, though not disclosed per se, probably resembles other "one-shot" agreements where network and packager split "down the line" on production expenses. "The Great Merlini" is produced in the range of $7500, comparable to other detective dramas on the air.

The network holds a 90 day option on the show. Its sales staff is contacting prospective sponsors, and a kinescope, made the evening of the show, is available for screening. The producers are also at work selling the show, but any final deal will be culminated by NBC. At the end of 90 days, if the package is not sold, the network withdraws its interest and the package reverts back to the producers. There is no set policy on the disposition of a kinescope, but past deals have indicated that networks and packagers have reached a friendly agreement on its use.

Ross Reports

ON TV PROGRAMMING

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- Directory to Stations, Agencies, Producers, Station Reps . . . Names, Addresses, Telephones.

NEXT MONTH

- Complete Breakdown Analyses by Category of every Network & Local NYC Program.
- Agency Profile—List of agencies & their programs.
- Out-of-town station profile—the freeze: List of stations on the air with personnel.
- Network packaging—List of network packages available.

DEBUTS, HIGHLIGHTS, FUTURES

Sun(7) - CBS(Ch2) 10:30-10:45pm; HIGHLIGHT - Kentucky Derby Films; from WCBS-TV to E&MW Nets; special film of the annual sporting event with commentary by Bryan Field; Sponsor - Gillette; Agency - Maxon; Supervisor - Preston Pumphrey, Maxon; film made by Tel-Ra Prods, Phila.

CBS(Ch2) 4-4:30pm; HIGHLIGHT - A Measure Of Freedom; from WCBS-TV to E&MW Nets; on film; kinesc of Anti-Defamation League dinner with MC Raymond Massey & guests Franklin D. Roosevelt Jr., Jackie Robinson, Elmo Roper & Others; Producer - Sam Abelow; Director - Alan Dinehart CBS.

NBC(Ch4) 12:15-12:30pm; DEBUT - Quality Hall; on WNBT local; weekly interior decoration demonstrations by Karl Steinhauser; Sponsor - Sachs Quality Stores; Agency - William Warren; Supervisor - Steve Jackson, Warren; Director - Ivan Reiner WNBT.

PIX(Ch11) 4:30-5pm; HIGHLIGHT - This Is Your City; on WPIX local; Sustaining; Stephen J. Carney in a live program with film inserts which tell the story of the fight for water conservation; Producer - Clifford Evans, for the New York City Television Unit; Director - Bud Gammon PIX; Writer - Marvin Waldman.

Tue(9) - NBC(Ch4) 9:30-10pm; ONE-TIME-ONLY - Downbeat; from WNBT to E&MW Nets; Sustaining; dramatic show with music tells story of 5 young musicians in attempts to form a Dixieland band; Producer - Richard Berger NBC; Director - Laurence Schwab Jr NBC; Writers - Sid Zelinka and Howard Harris; Music - Ray Sinatra.

Thu(11) - CBS(Ch2) 10:30-11pm; HIGHLIGHT - Four Freedoms Award; on WCBS-TV local; Sustaining; award dinner for Mrs. Eleanor Roosevelt from the Waldorf with Justice Ferdinand Pecora & Others; Dir-David Rich CBS.

NBC(Ch4) 10:45-11pm; CHANGE - Wendy Barrie Show; on WNBT local; interview show adds segment with sponsor - Hollanderizing Corp (7 weeks); Agency - Grey; Supervisor - Jack Wyatt, Grey; Packager - Martin Goodman; Director - Alfred Scott WNBT.

DuM(Ch5) 7-7:30pm; CHANGE - Captain Video; from WABD to 5 Sta E&MW Nets; children's show picks up participating sponsor (Thursdays Only) - General Foods for "Sugar Crisp"; Agency - Benton & Bowles.

- more -

THIS ISSUE

May 15 Treasury Department Bond Drive; from WNBW Washington to NBC E&MW Nets; 10-11pm Monday; MC Arthur Godfrey, Harry Truman, John Snyder, Frieda Hennock, Justice William Douglas, Harold Stassen, James Doolittle & Others in "Talent Scouts" type Bond show; Producer-Director - Dave Levy, Y&R; Music - Archie Bleyer and His Orchestra.

May 15 Popsicle Parade Of Stars debuts from WCBS-TV to E&MW Nets; 7:45-8pm Mondays; 10 week series of comedy shows with guest star each week; first guest-Milton Berle; Sponsor - Joe Lowe Corp for Popsicles; Agency - Blaine-Thompson.

May 17 The Pinky Lee Show debuts from WNBT to E&MW Nets; 8-8:30pm Wednesdays; Sustaining; on film; kinesc at KNBH Hollywood; situation comedy with Pinky Lee, singer Carol Richards & Others seen formerly as a one-shot, begins regular weekly series.

May 17 One Man's Family; from WNBT to E&MW Nets; 8:30-9pm Wednesdays; Sustaining; dramatic domestic series changes time; Packager - Carlton Morse.

May 18 Stop The Music; from WJZ-TV to 23 Sta E&MW Nets; 8-9pm Thursdays; audience participation show with MC Bert Parks adds 30 kinescopes for second ½ hour only; Sponsor - Old Golds; Agency - Lennen & Mitchell; Supervisor - Larry Holcomb, L&M; Packagers - Cowan & Goodson; first ½ hour for Admiral in the process of negotiation.

May 18 Outdoor Boxing From Fort Hamilton Bowl debuts on WOR-TV local; 8:45pm to conclusion; Thursday night bouts from the Brooklyn sports stadium.

May 18 Believe It Or Not; from WNBT to 9 Sta E&MW Nets; 8-8:30pm Thursdays; dramatic series based on stories of Robert L. Ripley changes time; Sponsor - Ballantine; Agency - J.Walter Thompson; Producer-Director - Harry Herrmann, JWT.

May 18 Stud's Place; from WNBQ Chicago to E&MW Nets; 8:30-9pm Thursdays; situation comedy with "Studs Terkel" & Others picks up new time; Producer - Ben Park WNBQ; Director - Dan Petrie WNBQ; sustaining.

May 21 Cartoon Tele-Tales returns from WJZ-TV to E&MW Nets; 6:30-7pm Sundays; Sustaining; children's show features Chuck Luchsinger drawing cartoons and Jack Luchsinger narrating a story; Packager - Lee Orgel; Producers - Chuck & Jack Luchsinger; Director - Richard Depew ABC.

May 21 Faye Emerson Show moves from WNBT to WCBS-TV & 2 Sta E Net; also 2 kinesc; 10:30-10:45pm Sundays; effective June 18 (when "Fred Waring Show" takes its summer hiatus) program will be seen at 9-9:15pm Sundays; Sponsor - Arnold Bread; Agency - Benton & Bowles; Director - Oliver Barbour, B&B.

May 31 Bushwick Baseball debuts on WOR-TV local; 8:45pm to conclusion; Wednesday night games from Dexter Park, Brooklyn with commentary by Stan Lomax; Director - Bob O'Connor WOR.

June 3 Outdoor Wrestling From Hamilton Bowl debuts on WOR-TV local; 8:45pm to conclusion; weekly sports event with commentary by Tom Moorehead.

June 6 Armstrong Theater debuts from WNBT to E&MW Nets; 9:30-10pm Tuesdays; weekly dramatic show features top professionals in original television plays; Sponsor - Armstrong Cork; Agency - BBD&O; Supervisor - Hugh Rogers, BBD&O; Producer-Director - Curtis Canfield NBC; Casting - Martin Begley NBC.

DIRECTORY

(Listings cover only those firms carried in the Monthly Program Breakdown.....)

ADVERTISING AGENCIES WITH PROGRAMS ON TELEVISION IN NEW YORK

Murray Director	527 Fifth	MU 7-3669
And'n,Davis,Platte	488 Madison	PL 3-5200
Atlas	1457 B'way	BR 9-5166
N.W. Ayer	30 Rock Pl	CI 6-0200
Ted Bates	630 Fifth	CI 6-9700
BBD&O	383 Madison	EL 5-5800
Benton & Bowles	444 Madison	MU 8-1100
Berm,Castl & Pierce	136 East 38	LE 2-7550
Biow	9 Rock Pl	PL 7-4100
Bobley	9 West 57	PL 9-7272
Blaine-Thompson	234 West 44	LO 4-0800
Brisacher,Wheeler	140 East 39	OR 9-4960
Brooke,Sm,Fr & Dorr	52 Vanderb't	MU 6-1800
Franklin Bruck	1270 Sixth	CI 7-7660
Buchanan	1501 B'way	BR 9-7900
Leo Burnett	743 Fifth	PL 9-7552
Calkins & Holden,etc	247 Park	PL 5-6900
Campbell-Ewald	1 East 57	MU 8-3190
Casler,Hemp & Han	33 West 42	LO 5-2921
Cayton	350 Fifth	BR 9-0390
Cecil & Presbrey	247 Park	PL 5-8200
Arnold Cohan	101 West 55	PL 7-7730
Compton	630 Fifth	CI 6-2800
Cunningham & Walsh	40 East 34	MU 3-4900
Dance-Fitz-Sample	347 Madison	OR 9-0600
D'Arcy	515 Madison	PL 8-2600
Doh'y,Clif'd,Shen	350 Fifth	BR 9-0445
Donahue & Coe	1270 Sixth	CO 5-4252
Ellington	535 Fifth	MU 7-4300
William Esty	100 East 42	MU 5-1900
Federal	385 Madison	MU 8-4200
Foote,Cone & Beld'g	247 Park	PL 5-6600
Gardner	9 Rock Pl	CO 5-2000
Getschal & Richard	49 East 51	PL 9-1332
Geyer,Newell & Gan	745 Fifth	PL 5-5400
Gibraltar	17 East 45	MU 7-7896
Grant	350 Fifth	BR 9-6100
N.C. Greenfield	570 Seventh	LO 4-4464
Grey	166 West 32	CH 4-3900
Gunn-Mears	1475 B'way	BR 9-2900
Hew,Ogil,Ben,Math	345 Madison	MU 9-2510
Hicks & Greist	420 Lex	MU 3-9135
Huber Hoge	699 Madison	TR 9-0800
Charles Hoyt	551 Fifth	MU 2-2000
Hutchins	16 West 46	PL 7-8526
Kas,Far,Ches,Cl	274 Madison	OR 9-4440
Kenyon & Eckhardt	247 Park	PL 3-0700
Klores & Carter	129 West 52	PL 7-6860
Kudner	630 Fifth	CI 6-3200
Al Paul Lefton	521 Fifth	VA 6-4340
Len'n & Mitchell	17 East 45	MU 2-9170
Marsch'k & Pratt	535 Fifth	VA 6-2022
J.M. Mathes	122 East 42	LE 2-7450
Maxon	12 East 53	PL 9-7676
McCann-Erickson	50 Rock Pl	JU 6-3400
Emil Mogul	250 West 57	CO 5-2482
C.L. Miller	521 Fifth	MU 2-1010
Moore & Hamm	7 East 35	OR 9-4100
Moss Associates	415 Lex	MU 7-7377
Paris & Peart	370 Lex	MU 9-2424
Peck	400 Madison	PL 3-0900
Pedlar & Ryan	250 Park	PL 5-1500
Product Adv Corp	215 Fourth	OR 7-2552
F.D. Richards	10 Rock Pl	JU 6-5400
Arthur Rosenberg	570 Seventh	CH 4-4420
Ruthrauff & Ryan	405 Lex	MU 6-6400
Ben Sackheim	2 West 59	PL 9-5141
State Adv	116 Flatbush	UL 5-4629
Sternf'ld-Godley	280 B'way	BA 7-3030
Sul,Stau,Col,Bay	437 Fifth	OR 9-2500
J.D. Tarcher	630 Fifth	CI 6-2626
J.Walter Thompson	420 Lex	MU 3-2000
Van Diver & Crowe	330 West 42	LO 4-3476
Warwick & Legler	230 Park	MU 6-8585
Weintraub	488 Madison	MU 8-3901
Weiss & Geller	400 Madison	PL 3-4070
Young & Rubicam	285 Madison	MU 9-5000

STATION REPRESENTATIVES

Avery-Knodel	565 Fifth	PL 3-6513
Barnard & Thompson	299 Madison	MU 2-0117
Blair TV	22 East 40	MU 9-6084
The Bolling Co	480 Lex	PL 9-8150
The Branham Co	230 Park	MU 6-1860
Donald Cooke	551 Fifth	MU 2-7270
Harr,Righter,Parson	270 Park	MU 8-1185
Free & Peters	444 Madison	PL 9-6022
Headley-Reed	420 Lex	MU 3-5467
Geo.Hollingbery	420 Lex	OR 9-2260
The Katz Agency	488 Madison	PL 9-4460
Robert Meeker	521 Fifth	MU 2-2170
John E. Pearson	250 Park	PL 8-2255
Edward Petry	488 Madison	MU 8-0200
Paul H. Raymer	366 Madison	MU 7-6540
Weed	350 Madison	MU 7-7772
Adam Young Jr.	22 East 40	MU 9-0006

INDEPENDENT PRODUCERS WITH PROGRAMS ON TELEVISION IN NEW YORK

Jack Barry	104 East 40	MU 9-6199
Basch Prods	17 East 45	MU 2-8877
Albert Black	1250 Sixth	CI 7-2236
Milton Blackstone	1697 B'way	JU 6-2756
Louis G. Cowan	485 Madison	PL 9-3700
Jerry Fairbanks	157 East 69	TR 9-3352
Fenton Prods	40 East 49	PL 9-8266
Hardie Freiberg	270 Park	MU 8-0230
Allen Funt	100 CPS	JU 6-5227
Gainsborough Assoc	234 West 44	CH 4-0626
Godfrey Prods	485 Madison	PL 5-2000
Harry S. Goodman	19 East 53	PL 5-6131
Martin Goodman	38 East 57	PL 3-1030
Goodson-Todman	CBS 485 Mad	PL 5-2000
Harvey & Howe	500 Fifth	WI 7-2000
West Hooker	2 West 46	JU 2-3026
Int'l Tele-Film	331 Madison	MU 7-7306
Charles Irving	130 East 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robert Jennings	53 West 53	CI 6-7020
Martin Jones	Pk Sheraton	JU 6-1120
Richard Kollmar	229 West 42	WI 7-0771
Ken Later	Warwick	PL 7-6964
Ted Lloyd	610 Fifth	CI 7-6200
Phillips H. Lord	501 Madison	PL 5-2211
Layton-Stark	551 Fifth	MU 7-6320
Sam Levene	1440 B'way	PE 6-9600
Lester Lewis	1 Christphr	WA 4-8582
Harvey Marlowe	33 East End	TR 9-1482
Masterson,Reddy,Nel	745 Fifth	PL 9-1120
MCA Artists Ltd	598 Madison	PL 9-7500
Modell-Harbuck	7 West 66	TR 3-7000
Wm Morris Agcy	1270 Sixth	CI 7-2160
Carlton E. Morse	NBC Rm 688	CI 7-8300
Herbert M. Moss	100 West 55	CO 5-1661
Nasht Prods	1 East 53	MU 8-3323
Persons Prods	1444 Beach	UN 3-2652
P.R.B. Prods	745 Fifth	MU 8-1067
Prockter Prods	221 West 57	JU 6-4360
Monte Proser	Algonquin	MU 7-4400
Reemack Prods	527 Fifth	MU 7-7979
Martha Rountree	570 Lex	PL 5-7770
Kermit Schaefer	112 East 37	MU 9-4628
George Scheck	1697 B'way	CO 5-9119
Bernard Schubert	509 Madison	MU 8-0944
Arthur Schwartz	1501 B'way	PE 6-7440
Addison Smith	104 East 37	LE 2-3548
Henry Souvaine	30 Rock Pl	CI 7-5666
Martin Stone	4 West 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P. Sulds	654 Madison	TE 8-7025
Talent Assoc	38 East 57	PL 3-1030
Tel-Air Assoc	366 Madison	VA 6-3417
Telenews	630 Ninth	JU 6-2450
Teleshows	515 Madison	PL 3-5181
Transamerican	1 East 54	PL 5-9800
Vinlaw	509 Madison	EL 5-0734
Visual Arts Prod	2 West 46	LU 2-4047
Blair Walliser	25 Tudor Cty	MU 5-4449
Ed Wolf Assoc	420 Madison	PL 5-7620
World Video	15 East 47	PL 9-3870
Frederic Ziv	488 Madison	MU 8-4700

LOCAL STATIONS AND NETWORKS

ABC

General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 66	TR 3-7000
Theaters (CI 7-5700)	Ritz	219 W. 48
	Vanderbilt	148 W. 48
	58th St	202 W. 58

CBS

General Offices	485 Madison	PL 5-2000
Studios	15 Vanderbilt & Lieder-krantz Hall,	111 E. 58
Warehouse	418 East 54	PL 5-2000
Theaters	#3	1697 B'way
	#51	109 W. 39
	#52	254 W. 54

WPIX

Offices & Studios	220 East 42	MU 2-1234

DuMONT

General Offices	515 Madison	MU 8-2600
Studios	515 Madison	MU 8-2600
	John Wanam'r	Astor Pl
Theater	Adelphi	150 W. 54

NBC

Offices-Studios	30 Rock Pl	CI 7-8300
Studios	105-55 E.106	CI 7-8300
Central Shop	533 West 56	CI 7-8300
Theater	Internat'l	5 Col Cir

WOR-TV

General Offices	1440 B'way	LO 4-8000
TV Center	20 West 67	LO 4-8000
Theater	Amsterdam Rf	214 W. 42

PRODUCERS OF COMMERCIALS ON TELEVISION IN NEW YORK

Animation House	New Rochelle	2-8124
Apex	38 East 57	PL 8-2885
Archer Prods	35 West 53	JU 6-2690
Audio Prods	630 Ninth	CO 5-6771
Caravel Films	730 Fifth	CI 7-6111
Charter Oak	516 Fifth	MU 2-3383
Citadel Prods	1450 B'way	CH 4-0612
Concord Films	25 West 45	LU 2-1700
Shamus Culhane	207 East 37	MU 2-2533
Depicto Films	254 West 54	CO 5-7621
Jerry Fairbanks	157 East 69	TR 9-3352
Famous Studios	25 West 45	LU 2-4500
J.Paul Fennell	40 East 40	MU 9-4268
Film Graphics	245 West 55	JU 6-0083
Bud Gamble	129 East 58	EL 5-9135
Gen. Film Corp	25 West 45	LU 2-1700
Gray-O'Reilly	480 Lex	PL 3-1531
Jam Handy	1775 B'way	JU 2-4060
Fred Hankinson	15 West 46	JU 6-0133
Ben Harrison	245 West 55	PL 7-3217
Hartley Prods	20 West 47	JU 2-3960
Hile-Damroth	320 B'way	WO 4-2478
IMPS	515 Madison	EL 5-6620
Int'l Tele-Film	331 Madison	MU 7-9116
Bernard E. Karlen	630 Fifth	CO 5-8335
Herbert Kerkow	480 Lex	EL 5-5635
Vernon Lewis	71 West 45	LU 2-1322
Loucks & Norling	245 West 55	CO 5-6974
M.P.O. Prods	342 Madison	MU 7-8377
Murphy-Lillis	59 Park	MU 6-2142
Ted Nemeth	342 Madison	MU 7-8377
Pathescope	580 Fifth	PL 7-5200
Princeton Films	629 Madison	MU 8-0840
RKO Pathe	625 Madison	PL 9-3600
Hal Roach	729 Seventh	CI 5-4135
Rockhill Radio	18 East 50	PL 9-7979
L.W. Roush	119 West 57	CO 5-6430
Sarra	200 East 56	MU 8-0085
Science Pictures	139 East 47	PL 3-5925
Screen Gems	729 Seventh	CI 5-5044
Seaboard Studios	157 East 69	RE 7-9200
Allan Smiler	Jackson Hts	IL 8-7604
Fletcher Smith	1585 B'way	JU 6-3950
Special Purpose	44 West 56	JU 6-00[illegible]
Spectrolux TV	48 East 43	MU 5-6400
John Sutherland	60 East 42	MU 7-7815
Teletran	480 Lex	PL 3-6356
TV Cartoons	361 W.B'way	BE 3-7176
TV Features	480 Lex	PL 5-5714
Tempo	24 West 45	MU 7-9078
Paul Terry	New Rochelle	2-3466
Transfilm	35 West 45	LU 2-1400
Triangle Films	1697 B'way	CO 5-1403
20th Century-Fox	444 West 56	CO 5-3320
United World	1445 Park	TR 6-5200
Video Varieties	41 East 50	MU 8-1162
Wilding Prods	385 Madison	PL 9-0854
Willard Films	45 West 45	LU 2-0430
Winik Films	625 Madison	PL 3-0684
Walter Klee	245 West 45	PL 7-0524

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NYC HOOPERATINGS (April)

Top 15 Evening Programs
(New York City Only)

All Homes			TV Homes Only		
Texaco Star Theater	N	26.2 TV	Texaco Star Theater	N	65.5
Godfrey Talent Scouts	C	21.6 TV	Godfrey Talent Scouts	C	53.9
The Goldbergs	C	20.1 TV	The Goldbergs	C	50.2
Toast Of The Town	C	18.7 TV	Toast Of The Town	C	46.7
Lights Out	N	16.1 TV	Lights Out	N	40.2
Godfrey & His Friends	C	15.3 TV	Godfrey & His Friends	C	38.3
Studio One	C	15.2 TV	Studio One	C	38.0
Jack Benny	C	14.7 Radio	Suspense	C	31.4
Lux Radio Theater	C	13.0 Radio	Gillette Boxing	N	30.6
Godfrey Talent Scouts	C	12.7 Radio	Saturday Night Revue	N	30.5
Suspense	C	12.6 TV	Philco Playhouse	N	29.8
Gillette Boxing	N	12.2 TV	Silver Theater	C	27.4
Saturday Night Revue	N	12.2 TV	Lone Ranger	A	26.8
Bing Crosby	C	12.1 Radio	Break The Bank	N	25.9
Philco Playhouse	N	11.9 TV	Man Against Crime	C	25.9

NIELSEN RATINGS - 4 WEEKS ENDING APRIL 8, 1950

(Cross Section TV Homes, 50 Mile Radius New York)

	Homes %	Homes 000	Sets In Use TV%	Sets In Use Radio%		Homes %	Homes 000	Sets In Use* TV%	Sets In Use* Radio%
Texaco Star Theater	76.2	829	81.7	7.9	Philco Playhouse	43.3	471	72.8	7.7
Toast Of The Town	57.1	621	74.9	9.2	Man Against Crime	38.9	423	72.4	6.3
Talent Scouts	56.9	619	78.1	9.2	Fireside Theater	37.7	410	76.7	7.7
Gillette Boxing	47.8	520	69.7	5.3	The Goldbergs	37.6	409	78.2	6.7
Lights Out	45.3	493	77.7	6.9	Godfrey & Friends	37.4	407	71.4	11.3

*At time of telecast

NOTE: Number of homes is obtained by applying rating (%) to 1,088,000 - the March 1, 1950 estimate of total TV Homes in the New York area.

A - ABC C - CBS W - WATV

PULSE RATINGS FOR APRIL

N - NBC P - WPIX

MULTI-MARKET PULSE (April 1-7)

Texaco Star Theater	N	54.4
Godfrey Talent Scouts	C	42.6
Godfrey & His Friends	C	41.7
Toast Of The Town	C	40.9
Stop The Music	A	34.4
The Goldbergs	C	33.6
Saturday Night Revue	N	33.5
Kraft TV Theater	N	32.6
Fireside Theater	N	30.3
Studio One	C	30.0

NYC PULSE (April 1-7)

Texaco Star Theater	N	60.1
The Goldbergs	C	46.3
Toast Of The Town	C	42.8
Godfrey Talent Scouts	C	41.8
Studio One	C	39.2
Saturday Night Revue	N	36.1
Philco Playhouse	N	33.6
Godfrey & His Friends	C	33.0
Lights Out	N	31.6
Suspense	C	31.0

NYC MULTI-WEEKLY

Howdy Doody	N	26.0	Lucky Pup	C	13.9	Kukla,Fran & Ollie	N	12.6
Junior Frolics	W	18.0	Western Features	W	14.1	Children's Theater	N	12.2
Captain Video	D	15.5	Camel News	N	13.5	Small Fry	D	11.0
						Godfrey & His Uke	C	10.4

PROGRAMS WHICH DEBUTED APRIL 2 THROUGH 29

(Includes all programs which debuted or returned during this period. A complete breakdown of every program on the air will appear in the May monthly issue.)

Add DRAMATIC

CBS

STAGE 13 - from WCBS-TV to E&MW Nets; 9:30-10pm Wednesdays; Sustaining; dramatic mystery series; PRODUCER-DIRECTOR - Wyllis Cooper CBS; CASTING - Eleanor Kilgallen CBS; REHEARSAL - 20 hours dry, 5 camera; WRITER - Cooper; SETS - Leo Kerz CBS; ON THE AIR - April 29.

STARLIGHT THEATER - from WCBS-TV to E&MW Nets; 7-7:30pm Sundays; Sustaining; dramatized stories of romance; PRODUCER & CASTING - Robert Stevens CBS; DIRECTOR - John Peyser CBS; REHEARSAL - 20 hours dry, 7 camera; SETS - Nelson Baume CBS; SCRIPT EDITOR-Arthur Heineman CBS; SCRIPTS - originals approx $300, adaptations approx $200; ON THE AIR - April 2.

THE TRAP - from WCBS-TV to E&MW Nets; 9-10pm Saturdays; Sustaining; dramatic series deals with individuals trapped physically or psychologically; PRODUCER - Franklin Heller CBS; DIRECTORS - Byron Paul, Yul Brynner CBS; SETS - Leo Kerz CBS; SCRIPT EDITOR - Elizabeth Bullock CBS; SCRIPTS - adaptations approx $350-$400; CASTING - Eleanor Kilgallen CBS; ON THE AIR - April 29.

Add SITUATION COMEDY

NBC

STUD'S PLACE - from WNBQ Chicago to E&MW Nets; 8-8:30pm Thursdays; Sustaining; situation comedy set in restaurant with "Studs" Terkel, Beverly Younger & Others; PRODUCER-Ben Park WNBQ; DIRECTOR - Dan Petrie WNBQ; ON THE AIR - April 13.

Add COMEDY VARIETY

CBS

TONI TWIN TIME - from WCBS-TV to 10 Sta E&MW Nets; also 21 kinescope; 9-9:30pm every-other-Wednesday; variety show features young professional talent; with MC Jack Lemmon; SPONSOR - Toni Home Permanents; AGENCY - Foote, Cone & Belding; SUPERVISOR - Roger Pryor, FC&B; PACKAGER - MCA; PRODUCER-DIRECTOR - Sherman Marks; CASTING - Tommy Ward, MCA; PRODUCTION - approx $3500; COMM - live action film by Willard Pictures; live dramatic sketch with voice over by announcer Bill Cullen.

DuM

STARLIT TIME - from WABD to E&MW Nets; 7-8pm Sundays; Sustaining; informal variety revue with Phil Hanna, Bill Williams, Bibi Osterwald, Gordon Dilworth, Holly Harris, Cy Coleman Trio; PRODUCER - Robert Loewi DuM; DIRECTOR - Pat Fay DuM; ON THE AIR-April 9.

NBC

CAFE CONTINENTAL - on WNBT local; 10:30-10:45pm Thursdays; also on 7 other stations; filmed version of British television variety show with Isabel Begley & guests; SPONSOR-Conmar Zippers (10 weeks); AGENCY - William Weintraub; SUPERVISOR - George Gannon, Weintraub; PACKAGER - Nasht Associates; PRODUCER - John Nasht; ON THE AIR - April 20; COMMERCIALS - 2 live action films with voice over made by Precision Sound Films; near open and close.

Add MUSICAL PROGRAMS

ABC

TIN PAN ALLEY TV - from WENR-TV Chicago to E&MW Nets; 9:30-10pm Fridays; Sustaining; weekly musical honors top song composers; with singers Johnny Desmond, Gloria Van, pianist Chet Roble & Rex Maupin's Orchestra; PRODUCERS - Tim Morrow & Fred Kilian WENR; DIRECTOR - John Boyd WENR; ON THE AIR - April 28.

JOHN FEENEY SHOW - on WJZ-TV local; 11-11:15pm Fridays; romantic Irish ballads by tenor Feeney; with accompanist George Shackley & chatter by Doris Brown; SPONSOR - Schaefer Beer; AGENCY - BBD&O; DIRECTOR - Larry Algeo, BBD&O; ON THE AIR - April 19; COMMERCIALS: live product display by Feeney.

ZEKE MANNERS - on WJZ-TV local; 3-5pm Wednesday thru Saturday; variety show features the music, sports news, homespun philosophy and anecdotes of Zeke Manners; with Vera Massey, Mary Ashworth & others; PARTICIPATING - Radio Offers Co, Pepperell Sheets, Pan American Airways, Home Test Products, Florida Citrus Co; PACKAGER - Ted Lloyd; DIRECTOR - Charles Bishop ABC; AVAILABLE - $120 per participation; ON THE AIR-April 12.

CBS

ARTHUR GODFREY AND HIS UKULELE - from WCBS-TV to 3 Sta E Net; also 7 kinesc; instructions and demonstrations by Godfrey; SPONSOR - hi-V Concentrated Orange Juice; AGENCY-Franklin Bruck; SUPERVISOR - Stan Lee, Bruck; DIRECTOR - Richard Linkroum CBS; ON THE AIR - April 4; COMMERICALS: live integrated by Godfrey.

BAMBOO - on WCBS-TV local; 11-11:30pm Fridays; Esy Morales & Orchestra play Latin-American music; with Al Thaler and guests; SPONSOR - Winston Stores; AGENCY - Sternfield-Godley; SUPERVISOR - Samuel Godley; PACKAGER - Albert Black; DIRECTOR - Leonard Valente CBS; CASTING - Ken Hart, Black; COMMERCIALS: live product display by announcer John Schaffer.

RENDEZVOUS - on WCBS-TV local; 11-11:15pm Thursdays; Eileen O'Connell sings, chats & interviews guests; SPONSOR - Superior Television; AGENCY - Lester Wolf; PRODUCER - Lester Wolf; DIRECTOR - Paul Munroe CBS; COMMERCIALS: live integrated by announcer Jack McEllin; ON THE AIR - March 30.

PIX

ROSALIE ALLEN SHOW - on WPIX local; 8:30-8:45pm Wednesdays; Sustaining; western songs and hillbilly music; DIRECTOR - Fred Stange; ON THE AIR - April 19.

Add TALENT PROGRAMS

PIX

FACE THE FUTURE - on WPIX local; 7:30-8pm Fridays; Sustaining; MC Vivian Farrar and panel of five judge teen-age talent; PACKAGER - Martin Stone; PROD-WRITER - Jerome Coopersmith, Stone; DIRECTOR - Cledge Roberts PIX; ON THE AIR - April 19.

Add EXPOSITION PROGRAMS

ABC

THE HOME GARDENER - on WJZ-TV local; 8-8:30pm Fridays; hints and demonstrations for the gardener by Phil Alampi & guests; DIRECTOR - Court Steen ABC; PARTICIPATING - Wonderlawn Grass Seed, Plantspur Fertilizer, Jackson & Perkins; ON THE AIR - April 19.

CURRENT FILM SCHEDULE

Includes only time reserved for untitled one-shot films, rather than film series produced or edited for Television, which are included in their respective categories.

ABC

FILM DEPARTMENT HEAD - Nat Fowler - 7 West 66th Street - TRafalgar 3-7000

Sun - 6:30-7pm Short Subjects

Sat - 9-9:00pm On the Sports Page

CBS

FILM DEPARTMENT HEAD - Grant Theis; Ass't - Tom McAndrews - 15 Vanderbilt - PL 5-2000

Sunday - 5:30-6:30pm The Chuck Wagon
Mon-Fri - 5:00-6:15pm The Chuck Wagon

Tue - 8-9pm Film Theater
Sat - 10-11:15pm Premiere Playhouse

DuM

FILM DEPARTMENT HEAD - Andrew Jaeger; Ass't - Peter Sarkies - 515 Madison - MU 8-2600

Tue - 10-11:15pm Film Feature
Wed - 8-9pm Adventure Playhouse
Thu - 8-9pm Screen Mysteries

Fri - 9:30-10pm Sports Film
Sat - 6:30-7:30pm Frontier Theater
Sun - 8:30-9pm Musical Featurette

AVAILABLE - $400 per par

NBC

FILM DEPARTMENT HEAD - Ray Kelly; Ass'ts - John Cron & Beulah Jarvis - 30 Rock-CI 7-8300

Sun - 10-10:15am Film Featurettes
10:15-10:30am Don Winslow, serial
5:30-6:30pm Hopalong Cassidy
10:45-11pm Yesterday's Newsreels

Mon-Fri (except Tue & Thu)
6-6:30pm Children's Theater
Thu - 4:15-4:30pm Film Shorts
5-5:15pm Men Of Action
6:15-6:30pm Children's Theater

PARTICIPATIONS - Available at card rates

WOR

FILM DEPARTMENT HEAD - Jeff Smith; Ass't - Holly Moore - 20 West 67th Street-LO 4-8000

Tue-Sat - 7-7:15pm & 10:45-11pm Comedy Carnival

Sat - 5:30-6:30pm Italian Feature

PARTICIPATIONS - Available at card rates

WPIX

FILM DEPARTMENT HEAD - Tony Azzata; Ass't - Robert Noak - 220 Eat 42nd St - MU 2-1234

Daily exc Sun - 1:30-2:30pm Film Shorts
Daily exc Sat - 6:30-6:30pm Telepix
Before Close Telepix
Sunday - 1-1:30pm Film Short
8-10pm Triple Feature Theater
10:20-11:55 All-Star Theater

Sun-Fri - 5:30-6:30pm Six Gun Playhouse
Mon-Fri - 11:15pm-12:15am Night Owl Theater
Tuesday - 7:30-8:30pm Four Star Theater
Friday - 8-9:15pm Premiere Theater
Sat - 7:30-8:45pm Mystery Hour
PARTICIPATIONS - Available at card rates

Add PANEL QUIZ PROGRAMS

CBS

WHAT'S MY LINE - from WCBS-TV to 10 Sta E&MW Nets; also 7 kinesc; 9-9:30pm every-other-Wednesday; alternates with "Toni Twin Time"; with MC John Daly & guests who guess professions of guest write-ins; SPONSOR - Stopette Deoderant;AGENCY - Earl Ludgin, Chi; PACKAGER - Goodson-Todman; PRODUCER - Gil Fates CBS; DIRECTOR - Paul Munroe CBS; COMMERCIALS: open, middle & close live action film; ON THE AIR - April 12.

Add FASHION & WOMEN'S

WOR

IT'S SMART TO BE THRIFTY - on WOR-TV local; 12:30-1pm Wednesday & Friday; women's shopping program from Macy's 8th floor features comentator Barbara Welles & Macy buyers; SPONSOR - Macy's; AGENCY - Grey; SUPERVISOR - John Wyatt, Grey; DIRECTOR - Mende Brown WOR; ON THE AIR - April 12.

Add NEWS PROGRAMS

PIX

CLOSE-UPS - on WPIX local; 6:35-6:45pm Sunday through Friday; Sustaining; Danton Walker discusses news stories and interviews guests; DIRECTOR - Robert McCahon PIX; ON THE AIR - April 24.

TELENEWS WEEKLY - on WPIX local; 10-10:30pm Sundays; film roundup of week's news; SPONSOR - Williams Oil-O-Matic (13 weeks); AGENCY - Casler, Hempstead & Hanford; PKGR-Telenews.

Add SPORTS REMOTES

DuM

DIZZY DEAN - on WABD local; 10 minute pre and post-game interviews at Yankee home games by former baseball star; night pre-game interviews are 25 minutes long; SPONSOR-Philip Morris; AGENCY - Biow; SUPERVISOR - Frank Higgins, Biow; COMMERCIALS: live integrated by Dean; ON THE AIR - April 21.

YANKEE HOME BASEBALL - on WABD local; 2:25pm to conclusion; games from Yankee Stadium with commentary by Dizzy Dean, Mel Allen and Curt Gowdy; SPONSOR - Ballantine; AGENCY-J.Walter Thompson; PRODUCER - Bill McCarthy, JWT; DIRECTOR - Harry Coyle DuM; ON THE AIR - April 15; COMMERCIALS: live integrated and film - stop-motion, semi-animation by Sarra and Depicto.

NBC

HORSE RACING - from WNBT to E&MW Nets; 3:30-4:30pm Wednesdays & Saturdays; feature events from Jamaica, Belmont & Aqueduct; Sustaining; with commentary by Clem McCarthy, Sam Renick and Ray Barrett; DIRECTORS - Jack Mills, Jack Dillon NBC; ON THE AIR - April 12 thru July 29.

WOR

DODGER HOME BASEBALL - on WOR-TV local; 1:30pm to conclusion; games from Ebbets Field with commentary by Red Barber, Connie Desmond and Vince Scully; SPONSOR - Schaefer Beer; AGENCY - BBD&O; SUPERVISOR - Walter Tibbals, BBD&O; DIRECTOR - Ralph Giffen WOR; COMMERCIALS: live product display with voice over and film - animation with jingle made by Tempo Productions.

PIX

GIANT HOME GAMES - on WPIX local; 2:20pm to conclusion; games from the Polo Grounds with commentary by Russ Hodges and Ernie Harwell; SPONSOR - Chesterfields; AGENCY - Cunningham & Walsh; SUPERVISOR - Randy Dunnell, C&W; DIRECTOR - Jack Murphy PIX; COMMERCIALS: live integrated and film - semi-animation & stop-motion made by Ben Harrison; ON THE AIR - April 15.

Add SPORTS PROGRAMS

WOR

HAPPY FELTON'S KNOT-HOLE GANG - on WOR-TV local; 1-1:25pm; interviews of baseball personalities with Boy's Club guests; SPONSOR - Curtis Candy Company; AGENCY - C.L.Miller; SUPERVISOR - Happy Felton, Miller; DIRECTOR - Ralph Giffen WOR; COMMERCIALS: live integrated and film opening and close - live action & semi-animation made by Sarra; ON THE AIR - April 14.

CLUBHOUSE QUIZ - on WOR-TV local; 15 minutes after Dodger home games; Bob Edge in a telephone quiz with prizes; SPONSOR - Ehler's Coffee; AGENCY - Weiss & Geller; PRODUCER - Ernie Byfield Jr. W&G; COMMERCIALS: live integrated; ON THE AIR - April 14.

PIX

BATTER UP - on WPIX local; 1:30-2pm before all Giant home day games; telephone quiz based on sports facts, figures & personalities; SPONSOR - Winston Stores; AGENCY - Sternfield-Godley; SUPERVISOR - Samuel Godley; PACKAGER - Albert Black; DIRECTOR - Ted Estabrook PIX; ON THE AIR - April 18; COMMERCIALS: live integrated product display.

THE LARAINE DAY SHOW - on WPIX local; 2-2:15pm & 8-8:15pm; before the start of all Giant day & night home games; interview show with Miss Day & Fred Robbins; DIRECTOR - Jack Murphy PIX; ON THE AIR - April 18.

Add CHILDREN'S PROGRAMS

ABC

BUCK ROGERS - from WJZ-TV to 18 Sta E&MW Nets; 7-7:30pm Saturdays; live dramatized series based on the stories of the interplanetary adventurer; with Kem Dibbs, Lou Prentis, Harry Southern & Others; SPONSOR - Peter Paul; AGENCY - Maxon; SUPERVISOR - Preston Pumphrey, Maxon; PACKAGER - MCA; PRODUCER-DIRECTOR - Babette Henry ABC; CASTING - Babette Henry & Joe Cates, MCA; ON THE AIR - April 15; COMMERCIALS: live integrated with product display.

MR.MAGIC - from WJZ-TV to E&MW Nets; 5-5:15pm Wednesday thru Saturday; features magician Norman Jensen and his puppet rabbit J.J.; PACKAGER & AGENCY - Vinlaw; DIRECTOR - Jerry Law, Vinlaw; PARTICIPATING - Rex & Laddie Boy Dog Food, Fox Syrups, Atlantic Candy Co, Phila Chewing Gum Corp; moved from WPIX April 12.

CBS

ALKALI IKE - on WCBS-TV local; 7:45-8pm Monday & Thursday; Sustaining; western comedy with ventriloquist Al Robinson and dummy Alkali Ike, the Slim Jackson Quartet & singer Beverly Fite; PRODUCER - Barry Wood CBS; DIRECTOR - Hal Gerson CBS; ON THE AIR-April 17.

NBC

WATCH THE WORLD - from WNBT to E&MW Nets; 3:30-4pm Sundays; Sustaining; weekly current events series for children with commentator John Cameron Swayze & family features remotes, interviews and films; SUPERVISOR - Francis McCall NBC; ON THE AIR - April 23.

WOR

BOBBY BENSON AND THE B-BAR-B RIDERS - on WOR-TV local; 7:30-8pm Tuesdays; Sustaining; features western stories with Bobby and his friend Windy Wales; PRODUCER - Herb Rice; DIRECTORS - Bob Novak & Hal Cranton; WRITERS - Cranton & Pete Dixon.

Add COMEDY VARIETY

CBS

THE ALAN YOUNG SHOW - from WCBS-TV to 2 Sta E Net; also 19 other Sta; on film; kinesc at KTTV Hollywood; with comic Alan Young, dancers Vera Lee, Jerry Antes, Jan Hollar and guests; SPONSOR - Esso; AGENCY - Marschalk & Pratt; SUPERVISOR - E.J.Whitehead, M&P; PRODUCER-DIRECTOR - Ralph Levy CBS; WRITERS - Leo Solomon & Dave Schwartz; MUSIC-Lud Gluskin & Orchestra; SETS - Ken MacClelland CBS; ON THE AIR - April 6; COMMERCIALS-live integrated by Young & announcer John Hiestand.

LAST WEEK'S ARRIVALS

ABC -- Tin Pan Alley TV debuted from WENR-TV Chicago to E&MW Nets; 9:30-10pm Fridays; Sustaining; musical show honors nation's top song writers; cast includes singers Johnny Desomond, Gloria Van, pianist Chet Roble & Rex Maupin & Orchestra; Producers - Fred Kilian & Tim Morrow; Director - John Boyd; replaces "The Little Revue".

My True Story debuted from WJZ-TV to E&MW Nets; 8:30-9pm Fridays; TV version of AM dramatic fiction series; Sustaining; Producer-Director-Casting - Charles Powers ABC; Writer - Margaret Sangster.

CBS -- Sewing Can Be Fun debuted on WCBS-TV local; 3:45-4pm Monday, Wednesday & Friday; demonstrations of sewing and dressmaking with Lucille Rivers; Producer-Director - Rod Mitchell CBS; Participating - Advance Pattern Co, Arthur Bier & Co, Schwarzenbach Huber, B.Blumenthal, Philbeck Corp.

Around The Circuit debuted on WCBS-TV local; 11-11:15pm Tuesdays; sports interviews with Steve Ellis & Guy Wallace; Sponsor - Amalie Motor Oil; Agency - Hicks & Greist; Supervisor - Peter Krug, H&G; Director - Byron Paul CBS; replaced "Amalie Magic Theater".

Maggi's Private Wire debuted on WCBS-TV local; 11-11:15pm Wednesdays; Maggi McNellis interviews personalities of theater, fashion & society world; Sponsor-Sunset Stores with Carrier Air Conditioning; Agency - Gunn-Mears; Pkgr-Prod - George Scheck; Director - Frank Satenstein CBS.

NBC -- Answer Yes Or No debuted from WNBT to E&MW Nets; 10:30-11pm Sundays; panel quiz with MC Moss Hart, Arlene Francis, Quentin Reynolds & guests pits husband against wife in answering dilemma questions; Sponsor (NY Only) - Davega Stores with Emerson Radio & TV; Agency - Ben Sackheim; Packager - West Hooker Prods; Producer - Wayne Wirth, Hooker; Director - Joe Cavalier NBC.

SPONSOR ARRIVALS: APRIL 2 - MAY 7

SPONSOR	AGENCY	PROGRAM	DATE SPONSORED
ABC--Peter Paul Candy	Maxon	Buck Rogers	April 15
Peters Shoe Co	Henri, Hurst & MacDonald, Chicago	Super Circus 2nd ½hr - alt Sundays	April 23
M & M Candy Co	William Esty	Super Circus 2nd ½hr - alt Sundays	April 30
Schaefer Beer	BBD&O	John Feeney	April 19
CBS--Amalie Motor Oil	Hicks & Greist	Around The Circuit	May 2
Columbia Records	McCann-Erickson	The Show Goes On 1st ½hr	April 20
Esso	Marschalk & Pratt	Alan Young Show	April 6
hi-V	Franklin Bruck	Godfrey & His Ukelele	April 4
Stopette Deoderant	Earl Ludgin, Chi	What's My Line	April 12
Sunset Stores & Carrier Air Condition.	Gunn-Mears	Maggi's Private Wire	May 3
Toni Home Permanent	Foote, Cone & Beld.	Toni Twin-Time	April 5
DuM--Ballantine	J.Walter Thompson	Yankee Home Baseball	April 15
Chevrolet Dealers	Campbell-Ewald	Hands Of Destiny	April 26
Philip Morris	Biow	Dizzy Dean	April 21
Wallach's Stores & Lee Hats	Grey	Herald Tribune News	(March 27)
NBC--Conmar Zippers	William Weintraub	Cafe Continental	April 20
Doubleday & Co	Huber Hoge & Son	Week's Review Of News	April 30
Emerson Radio & TV	Foote, Cone & Beld.	The Clock	April 21
Arnold Bread	Benton & Bowles	Faye Emerson Show	April 22
Davega Stores & Emerson Radio & TV	Ben Sackheim	Answer Yes Or No	April 30
Saks-34th Street	Adsel	Kathi Norris	May 2
WOR--Curtis Candy	C.L.Miller	Knot-Hole Gang	April 14
Ehler's Coffee	Weiss & Geller	Clubhouse Quiz	April 14
Macy's	Grey	It's Smart To Be Thrifty	April 21
Schaefer Beer	BBD&O	Dodger Home Baseball	April 14
PIX--Daitch Dairies	Vinlaw	Junior Talent Time	May 7
Chesterfield Cig.	Cunningham & Walsh	Giant Home Baseball	April 17
Homecraft Inc.	Klores & Carter	Wrestling Scene	April 20
Howard Clothes	Peck	Jimmy Powers Show	April 17
Marvel-Lens	Philip Klein	Night Owl Theater	April 27
Red Cross Shoes	Moss	All-Star Theater	April 23
Williams-Oil-O-Matic	Casler, Hempstead and Hanford	Telenews Weekly	April 23
Winston Stores	Sternfield-Godley	Batter Up	April 18

SPONSOR DEPARTURES: APRIL 2 - MAY 7

SPONSOR	AGENCY	PROGRAM	DEPARTURE DATE
ABC--Chevrolet Dealers	Campbell-Ewald	Roller Derby	April 28
CBS--Amalie Motor Oil	Hicks & Greist	Amalie Magic Theater	April 25
Arnold Bread	Benton & Bowles	Faye Emerson Show	April 24

PROGRAM ARRIVALS ON TELEVISION IN NEW YORK: APRIL 2 - MAY 7

ABC -- Zeke Manners...Mr. Magic...John Feeney...Buck Rogers...The Home Gardener...My True Story...Art Ford On Broadway...Tin Pan Alley TV

CBS -- Amalie Magic Theater...What's My Line...Around The Circuit...Joey Faye's Frolics...Toni Twin Time...Bamboo...Alkali Ike...The Trap...Stage 13...Alan Young Show...Starlight Theater...Godfrey & His Ukulele...Rendesvouz...Sewing Can Be Fun...Maggi's Private Wire

DuM -- Starlit Time...Yankee Home Baseball...Dizzy Dean

NBC -- Cafe Continental...Faye Emerson Show...Horse Racing...Stud's Place...Watch The World...Just For You...Kathi Norris...Date In Manhattan...Up To Now...Answer Yes Or No...Josephine McCarthy Cooking Show

WOR -- Clubhouse Quiz...Knot-Hole Gang...Bobby Benson & The B-Bar-B Riders...It's Smart To Be Thrifty...Dodger Home Baseball

PIX -- Rosalie Allen Show...Giant Home Baseball...Sunday Night All-Star Theater...The Laraine Day Show...Triple Feature Theater...Close-Ups...Night Owl Theater..Face The Future...Ted Steele Show...Telenews Weekly...Junior Talent Time

PROGRAM DEPARTURES ON TELEVISION IN NEW YORK: APRIL 2 - MAY 7

ABC -- That Wonderful Guy

CBS -- Amalie Magic Theater...Faye Emerson Show...Joey Faye's Frolics...After Hours Club...Stage Door...The Girls

DuM -- Front Row Center...Film Theater Of The Air

NBC -- Waiting For The Break...Mary Kay & Johnny...Opera Series

WOR -- Magic In The Air...Old Knick Music Hall

PIX -- Mr. Magic...Tournament Of Music

NEWS HIGHLIGHTS

3RD ANNIVERSARY FOR KRAFT TV THEATER - Wednesday May 10 marks the third consecutive year of telecasting for Kraft Television Theater (NBC - 9-10pm). First dramatic show to go network, 82 of its 156 performances have been comedies, 50 dramas, 13 mysteries and 11 fantasies. Only six originals were used, the remainder were adaptations. J. Walter Thompson casting department (Robert Tucker) auditioned 5,223 actors and actresses, filled 1,641 roles. 247 different actors and 478 actresses have appeared on the show. Vaughn Taylor appeared 26 times; John Stephen, 20; Valerie Cossart, 14; Margaret Phillips, 13; and Warren Parker, 13. Anniversary show is "Macbeth" with Uta Hagen and E.G. Marshall. (See Showsheet)

VIDICAM SYSTEM ANNOUNCED - Larry Gordon, president of Television Features Inc., recently announced the completion of tests of another system of filming television shows. His Vidicam System utilizes three television cameras which are synchronized with 35mm or 16mm cameras by RCA's new industrial television camera chain. The chain is unit controlled and all monitoring is done from the director's booth. Filtelite, a new lighting system developed by the company, will be used in conjunction with the new system.

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TALENT SURVEY #2

Page

TALENT SURVEY

THE TREND IN TALENT FEES

The fees paid to performing and creative talent in television are on the upgrade. That feeling of a year or two ago that actors would work for next to nothing to "get their feet wet" has practically disappeared as TV emerged as a profitable business both for advertisers and for the talent they employ. It's next to impossible today to get a free performance from any talent - unless it be for a Berle marathon or a daytime interview show. With WNBT's gross revenue expected to exceed its AM counterpart's within the next two months - and with a couple of dozen stations expected to be in the black by the end of 1950 - Talent is expected to seek a wage level on a par with other entertainment media.

As of today, for writers, directors, performers, etc. on the top level - we find a sellers' market. But in the middle and lower levels of both creative and performing talent there is still a decided buyers' market. It is in this area that union activity - including bitter jurisdictional battles - will have greatest significance. Biggest boost of all to talent is, of course, the breakneck speed at which the medium digests performance. The need for quality will assure a good price for those who can supply it.

UNIONS AND JURISDICTION

In most so-called creative fields, unionization has always proceeded at a slow pace. Talent - through its business agents and managers- has always felt that it can bargain for a higher wage than the minimums that unions can negotiate. And so the unions have been most successful in establishing a cushion, or in dealing with the fringes of entertainment (resorts, etc.), or in providing a base for the beginner. Their most important function for the established performer is setting working conditions and fees for rehearsal time. This deed remains to be done with regard to television.....and so the expected jurisdictional battles between the Screen unions on one hand (Screen Actors-Extras-Writers-Directors Guilds) and the Stage and Radio-TV unions (AFRA, AGVA, AGMA, Actors' Equity & Chorus Equity - united in their Television Authority; plus the Radio & TV Directors' Guild and the Television Writers' Guild with its Radio counterpart) on the other had better be resolved but quick - if waste and inefficiency for the whole industry is to be prevented.

The crux of the jurisdictional battles has been paradoxically twofold --- 1. The conviction that the greatest portion of television performances will in the future be on film.....and 2. A prevalent opinion that Hollywood will decrease in importance as television increases. This obvious and desperate uncertainty has caused both film and live unions to seek to protect their positions in the talent heirarchy. And a further complication is provided by the screen unions' thesis that "television is the projection of action on a screen regardless of the method of exhibition"...and thereby subject to screen regulations. A brief status report on the various component squabbles follows here - to be expanded upon in later pages:

Performing Talent - The Television Authority was originally formed as an investigating group. Now recognized by the five Eastern unions as their representative in negotiating wages and working conditions, the TVA has been unable to coax SAG & SEG to join its group. The decision by the parent union - Associated Actors and Artistes of America - to recognize the TVA as representing the entire television field has been answered by the West Coast unions with an indictment that the move was a disservice to the entire industry and that they would disregard it as an "illegal action".

Directors - Thus far, only the move by directors at KTLA & KTTV in Los Angeles into the Screen Directors Guild has disturbed the cold tranquility of relations

between this West Coast union and the Eastern Radio & TV Directors' Guild. Actually, the KTLA and KTTV directors retained their R&TDG membership also, for - as one director put it - "No telling when you'll be called for a job at an RTDG studio."

Writers - Early difficulties between the sectional unions have been postponed temporarily by the appointing of a National Television Committee within the Authors' League to sit in New York and Hollywood on TV matters (see later pages).

Designers - Musicians - These groups have suffered little from jurisdictional difficulties - with the exception that they have been pressured by non-TV members of their parent unions to bid for a level comparable to the other theatrical fields. (More on later pages).

UNIONS' PROPOSALS RE THE TALENT BUDGET

The principal changes in talent fees within the next six months will probably come in establishing modes of action with regard to minimum wages, re-use of film or kinescopes, payments for rehearsals, working conditions, and the like. These moves will attempt to solve such prevalent practices as one and two weeks of dry rehearsal at no salary, as well as the "coolie wages" for eager beginners.

In this connection, the proposed terms of both TVA and SAG with regard to performing talent are of pertinance. Although perhaps a little too advanced in concept for television today, the requests allow room for good bargaining by the unions.

Television Authority -- Dramatic Minimums

1 Hour Show - $95
½ Hour Show - $65
¼ Hour Show - $50

*A Rehearsal Fee of $6 per hour is asked for both dramatic and variety talent.

Variety Minimums (hour show)

Singles - $200
Doubles - $300
Trios - $400
Quartets - $500

*Applies only to acts with their own material.
**Variety talent to receive 2% of minimum per outlet carrying show.

Screen Actors Guild -- Claims jurisdiction over all persons other than extras on TV film or sound track, with the following provisions reported:

1. Signing of a Guild contract that is subject to prevailing theatrical scales and conditions.
2. Talent is to be repaid if film is used more than once in three years.
3. Although the individual retains the right to bargain for higher re-use pay, he shall be guaranteed at least repayment of the minimum.
4. Producers desiring to retain theatrical rights to film must bargain with the performers at the time of original employment. Industrial or non-theatrical re-use is permitted, however.
5. Minimum Fees - 1 Hour Show - $115 plus $6 per hour rehearsal (9 days limit)
   ½ Hour Show - $ 85 " " " " " (5 " ")
   ¼ Hour Show - $ 70 " " " " " (3 " ")
6. Commercials - Performers to be paid rates commensurate with the length of time consumed within the program....if same performer appears in both the program and commercial sections - whether or not in the same character - he is to receive both applicable minimum program and rehearsal fees.

New Television Authority's contract proposals (5-20) see V.2, #3-Supp A p.4

7. No rehearsal call less than 3 hours in one day.....a 3 hr minimum for 15 minute programs; a 6 hour call for 30 minute shows; 9 hour call for 60 minute shows.
8. Auditions, previews and after-shows to be paid for at regular minimums.
9. Performers to receive minimum scale for a repeat telecast within 48 hours after the original. If repeat is network, they receive original salary fees.
10. Performers receive no repayment for kinescope showings within 30 days after the original telecast, but subsequent showings bring the original salaries.
11. At present, no telecasts are permitted to theaters or public places charging admission.....performers must be paid for pickups from entertainment places: at least the minimum scale in addition to their regular salaries.
12. Chorus lines shall consist of 8 or more singers or dancers - paid 3/4 of minimum.
13. Walk-ons (no dialogue except group conversation) receive - $15 per ¼ hour show; $20 per ½ hour show; $25 per hour show.
14. Standard Acts (Variety-with own material) minimum fees: Singles-$200; Doubles -$300; Trios-$400; Quartets-$500.....all plus 2% for each station carrying the program live, kinescope or similar device. Acts draw $100 additional for special props, etc. and rehearsal fees when called for.
15. Stand-ins to receive rehearsal pay if not called on to memorize anything; otherwise, along with replacements and understudies they receive minimums.
16. Script to be delivered within 48 hours of first rehearsal period or performer gets one-half the program minimum in addition to the regular salary.
17. Wardrobe maintenance -- Men: $2.50 ($5 for tuxedo); Women: $5 ($20-evening wear).
18. Location work (outside NYC, Chicago or LA) - $28.75 per day.
19. Payments to be made directly to performers within 3 days after performance.
20. Individual performers to be given cast credits; acts, group credit at beginning of program.

**These proposals have been culled from a suggested SAG network contract. They are merely representative of what performing talent will be seeking when TV comes of age...if not now. At the same time they serve to illustrate what little demands talent has made upon programmers up until now....to its credit? or discredit?

AGENTS & PERSONAL REPRESENTATIVES

If television has been credited with the rebirth of vaudeville, then it must also be credited with the revival of many an agent's business....for only on the level of the radio actor or actress now in TV or the non-established performer is there no agent involved in the picture. Variety talent is most assuredly cast thru agents, large or small, and name stage and screen performers, also. With television moving out of the class of a mere showcase into an end in itself, the agents must get their clients TV work in order to keep them happy. This has led to agents creating packages within which to sell their talent; but in the main - even in the case of MCA and William Morris - packaging efforts have not been overly successful. Agents have been more rewarded in attempts to acquire exclusives on casting for certain shows. Of course this increased representation makes for and will continue to make for higher and higher talent fees as agents devote larger portions of their staff and energies to television as compared with the other entertainment fields. Present major suppliers of talent to networks and agencies include: WM Morris, MCA, Leibling-Wood, Paul Small, Lester Shurr, May Johnson, Max Richards, Mildred Fenton, Olga Lee, Gloria Safier, GAC, William McCaffrey, Peter Witt, and a host of others, large and small.

TV DRAMATIC FEES

The first of the big sponsored dramatic shows was "Kraft Theater" (JWT) which debuted on WNBT just three years ago. Today there are approximately 7 hour-long dramas and more than two dozen half-hour dramas or situation comedies. There has been a corresponding rise in the fees paid to the dramatic talent appearing on these programs - largely attributable to there being more sponsor money in the field, as well as to a natural and resultant desire to secure more qualified and quality talent as the medium grows in popularity and coverage. Sponsors have shown a tendency to initiate the star system, and have turned to Broadway and Hollywood for their leads.

The rise in wage standards is further keynoted by the prediction that talent fees will rise by 100-200% within the next year and by 400-500% within 5 years. As discussed earlier herein, this will largely go to the name talent, with less-developed performers relying on that union minimum cushion soon to be negotiated.

ROSS REPORTS has questioned actors and actresses as well as agents, producers and casting directors to determine current fees and practices. The performers point out that many of their ranks are still using TV as a showcase for Broadway or Hollywood and, being overanxious, rarely question as to fee. All they want is the chance to work, and so they take the job and the check without a second look. Though many resent certain clearly underpaid offerings, they understand the workings of limited budgets and the characteristics of their trade. Of course, for many who have wooed the medium as an end in itself, TV is paying off to the extent of a job a week and the talent does not have to look beyond its borders.

The casting director of one network has estimated that 90% of the dramatic talent budget goes to the supporting players; 10%, to the stars. This is somewhat difficult to rationalize with reported figures of $4000 to Frederic March, $3000 to Rex Harrison and $5000 to Helen Hayes, but for the most part name leads draw up to $1500 against a total cast budget of $3000-3500 on an hour show. Variables are: the budget itself, number of characters in the cast, the "star's" portion, establishment of whether the role is supporting, featured, lead, etc., as well as the particular actor's professional standing (never cut an established salary level, they say). The ideal casting condition, according to one casting director, would provide for a yearly rather than a per program budget, so that he could go over budget one week and make up on the next, thereby creating certain minimum standards. Although some shows use this method, those that are still on a weekly budget basis must rely on flexible standards.....

At least one talent executive feels that TV occupies a place between stage and screen; the former gambling a time investment against a long run; the latter, a quick return for a small time investment. Dramatic talent prices, he says, will hover closer to the stage, but climb above it toward screen standards.

A General Range for Dramatic Parts

Commercial 1 Hr Drama -- Star: $500-1500; Supporting: $100-275; Bits: $70-90
Sustaining 1 Hr Drama -- Star or lead: $250-500; Supporting: $75-250; Bits: $60-85
Commercial ½ Hr Drama -- Star: $300-750; Supporting: $75-225; Bits: $60-85
Sustaining ½ Hr Drama -- Lead: $225-400; Supporting: $65-175; Bits: $50-75

On a Budget of $2500 -- Star: $750; Secondary: $400; Featured: $150-200; Bits: $75-100

On a Budget of $800 -- Lead: $175-200; Featured: $125-150; Bits: $50-100

Philco Playhouse - 1 Hr - Name leads: $500-1000; Featured: $250-300; Bits: $50-100
Studio One - Comm'l 1 Hr - Leads about $750; Featured: $300; Bits: $75-100
Play's The Thing - Sustainging 1 Hr - Leads: $250; Featured: $200; Bits: 100
H'wood Screen Test - A Showcase - Pays its guest star $200-250; Neophytes - $50

RANDOM DRAMATIC FEES IN TELEVISION

Actress

Martin Kane	Supporting	$100
Studio One	Lead	175
Hands of Destiny	Lead	65
Famous Jury Tr	Supporting	75
Man vs Crime	Supporting	100
Mama	Bit	50
Big Story	Supporting	125

Actor #1

Believe It...	Supporting	75
Play's ..Thing	Supporting	150
Aldrich Family	Bit	75
Ford Theater	Supporting	150
Studio One	Supporting	150

*Of course these fees are contingent upon actor's name value and the show's talent budget, commercial status, etc.

Actor #2

Philco	Supporting	$175
Play's..Thing	Supporting	150
Big Story	Supporting	150
Big Story	Bit	100
Lights Out	Bit	75
The Clock	Bit	75
Martin Kane	Supporting	100
Hands of Dest.	Supporting	60
Famous Jury Tr	Supporting	75
Plainclothesman	Supporting	60
Colgate Thtr	Bit	75

Actor #3

Man vs Crime	Featured	175
Buck Rogers	Featured	150
Big Story	Featured	225
Escape	Featured	150

THE VARIETY PERFORMER

Fees Fluctuate with Budget, Name and Program Prestige

Television is somewhat in the position of Jack and the Beanstalk with regard to Variety or Vaudeville Talent. Although TV has brought with it a rebirth of vaudeville and the hallowed theater chains spreading outward from the NY Palace, the new giant is at the same time being rapidly devoured by the rate that TV uses up an act.

The competition for good talent, which can only present the same act two or three times, has had the result of making the variety talent budget a much greater part of overall budgets than is the case with dramatic programs. This competition has also resolved into the problem of constant research - a problem that we have tried to alleviate with the weekly ROSS REPORTS Talent Showsheet. The last 15 pages of this survey are concerned with a compilation of our Showsheets since September and should prove a help to producers.

Of significance was the recent Variety story to the effect that visiting talent to New York City can be booked for a sixteen week TV vaudeville circuit of different programs. That this has been done is proved by the way in which assorted stars and lesser acts have had their cycle of attention.

This situation has brought new attention to the ancient restrictive clause which prevents an act from appearing on another TV show until he has played his contracted date. In many cases where contracts are signed from 3 to 8 weeks in advance of the first show, a period of enforced inactivity with regard to TV occurs. Still other top-paying shows try to protect their bills by limiting guest talent to a 3 week hiatus around their contracted TV appearance. Of course, there is great competition between shows such as the Texaco Star Theater, Toast of The Town, Ken Murray, We The People and the like for first performances. Lesser-paying shows have to be content to be runners up in many cases.....the restriction clause has been opposed, of course, by agents and talent, but the producers have thus far prevailed.

The American Guild of Variety Artists, along with four other unions, has rested all its activities in the hands of TVA(proposed scales are listed previously). AGVA however acts in a paternal manner...examining contracts and advising and upholding members' salary rights.

Variety talent, unlike most dramatic talent, normally works through an agent. With booking practices currently more organized, less hectic than in earlier days, agents are able to book a TV schedule and plan Broadway, radio and nightclub appearances so as not to conflict. The only rehearsal time required for most acts is dress rehearsal and a camera run-through.

Salaries for TV Variety range from $75 through $2000 for guest shots, up to $2500 and even $3000 weekly for the show's MC. This fluctuation is dependent upon the size of the talent budget, the name value of the guest, the manner of presentation and the prestige of the show. The following prices, obtained through talks with talent, agents and casting offices, represent a range of prices in the field and are not intended to represent an established price for any particular program:

One Singer - received $400 on Celebrity Time, $250 for Versatile Varieties, and $600 for a featured spot on an hour show. For a dramatic role on a half-hour commercial show she received $300.

A Comic - with a Hollywood name received $750 from the Goodyear-Whiteman Revue.

Lesser Names - have obtained $100 on the Robert Q. Lewis Show.....$125 from Versatile Varieties....$100 and $150 on Cavalcade of Bands....$100-$150 on Morey Amsterdam's Show....$100-150 from Toast of The Town ....$50-150 on Perry Como's Supper Club.

Texaco has paid $750 for an average featured spot, but the range is anywheres from $150 to $1500.

Cavalcade of Stars paid one singer $600 plus arranger's fees.

Cavalcade of Bands generally pays its bands $2000 to $2500.

Staff singers and comics range from $75 to $250.

A 1 to 2½ minute skit pays $25-50 to unknowns and $200-300 for a name.

Spot Payments -- a TV personality will draw $250-400 for an appearance on a musical variety show....a bandleader, between $300-500.... a movie actor working in return for a picture plug - $250-500.

In general, price range varies with the demand for the personality. Outstanding example is the girl singer who made the rounds offered at $150, then clicked with a song, and now rates $500 from the same shows only six months later.

SAMPLE TALENT FEES FOR A 1 HOUR MUSICAL-VARIETY - $8500 BUDGET

Vocalists	Name	$750-1000
	Unknown(rarely)	100- 250
Dancers	Name	500-1000
	Semi-Name	100- 250
	Unknown	100- 200
	Chorus @	75- 100
Models (no lines)		50- 100
Novelty Act		$400- 750
Instrumental Trio	Name	500-1000
	Semi	250- 400
	Unknown	150- 300
Dramatic Sketch	Name	1000-1500
	Support	100- 250
	Bits	75- 150

OTHER PERFORMANCE FEES

Strip Musicals - Featured vocalist - $350....Trio - $600....Guest - $150. Range for the featured vocalist is $150-500 weekly for TV personalities, but singers with movie, record, or radio names draw as high as $1000.

Daytime Women's Show - Fees generally average about $250 weekly up to $400. Guests get nominal $50-75 fee or work for the publicity.

Kid Shows - Narrators on weekly strip start around $100-150, but escalator clauses bring them up to $250-300 by the end of a year. Actors on call get anywher from $25-150.

½ Hour Quiz or Panel - Flexible rates bring panelists $100-200 sustaining and double that when commercial, but can be gotten cheaper. Models with no lines - $25....Stand-ins - $5....MC draws from $350-500 & up.

News Program - Newscasters as well as Sportscasters get between $125-300 generally.

Interview Show - MC draws between $350-500, even as high as $800, depending on Name.

WRITERS

A fund of information about rights, fees and contracts is available to writers through the Television Writers Guild of the Authors' League, under the administration of Miss Evelyn Burkey. Literary agents, in addition,have an accurate working knowledge of the needs of the writer.....and our information has been gathered from all three categories. (Also see our Vol 2 No 1 Sup D of March 26 for a list of writers and their credits).

The dearth of qualified writers for Television has been a plague on all producers, but writers counter this with the statement that the rate of pay is insufficient to compensate for the work involved (one to three weeks of writing, conferences and rewriting for a script that pays from $3-500).

About 35 television programs use dramatic script writers.....with more than 12 big NYC originations using free lance originals and adaptations, while about two dozen have regular scripters under contract.....free lance scripts come from three sources - 1. Those uncovered by a constant search of magazines and books..... 2. Those solicited through agents from known writers....3. Unsolicited scripts from lesser-known or unknown writers, all of which is supposedly read, little of which is reportedly used. Agents can get the writer better fees. One of them illustrates with the writer who first landed a script on Actors' Studio for $300; the next one on the Philco Playhouse brought $425; and Studio One is paying $500 for one in the works.

PRACTICES -- Known writers rarely work on speculation or engage in competitive scripting.....writers are asked to submit scripts - complete with dialogue, broken down into scenes and set segments, leaving time for costume changes, and giving the director latitude with his camera work.....In many cases money paid for literary rights far exceeds the amount paid the adaptors. Plays bring about $500-1500; novels and short stories, about $150 to $500; and radio material, about $50-300.

DEMANDS - The Authors League is pressing at this time for the following agreements:

1. Payment of a refusal fee (many already pay 1/3 to 1/2 the fee for rejections).
2. Leasing of Material rather than sale (writer to allow only one usage of script).
3. Writer's Copyright (except on packages or in special arrangements).
4. Continuing financial interest (worked out through negotiation)

5. Re-use Payments (generally given).
6. Additional payments per station airing (slated when network structures are set).
7. Time limit on use after original telecast (established - usually 30 days).
8. Continuing financial participation where the writer has contributed to format.
9. Writer to retain control over any series or package which he has created.
10. Air and publicity credit equally to that of other craftsmen.
11. No scripts submitted on a competitive basis (small producers often ask this).
12. Payment within ten days after telecast (usually producers pay on acceptance).

JURISDICTIONAL DIFFICULTIES -- Establishment by the Authors League of the temporary National Television Committee has bridged the demands for jurisdictional control of both the Screen Writers Guild - which sought representation with regard to film for TV - and the Radio Writers Guild - which sought jurisdiction of all "live" programming....as well as the TV Writers Guild, which has been working closely with the medium longer than the others. Each section of the NTC, which sits both in New York and Hollywood, contains 13 members, representing the Authors League, The Dramatists Guild, the Radio Writers Guild, The Television Writers Group, and the Screen Writers Guild. In the Eastern section(Chairman is Richard Lewine) there are two members from the Authors League; 4 from the Dramatists; 4 from the Radio Writers; and 3 from the TV Writers. In the Western section (Chairman is Oliver Garrett) there is 1 member from the Authors League, 2 from the Dramatists, 3 from the Radio Writers and 7 from the Screen Writers Guild.

Members of each of the five elements of the NTC retain membership in their respective guilds, although NTC overseas all Television activities.

Average Script Fees for TV Writers

1 Hour Drama -- Adaptations range from $300-500; originals $350-700

Examples:
Ford Theater.....adapta. $500
Kraft Theater.....orig. & adapta. $350
Philco Playhouse.....adapta. $500
Play's The Thing.....adapta. $425
Studio One.....orig. $700; adapta. $3-400

½ Hour Drama -- Adaptations and originals range from $2-500

Examples:
Chevrolet Tele-Theater.. orig. & adapta. $4-500
The Clock..... orig. & adapta. $350 appr.
Colgate Theater..... orig. $500, adapta. $400
Escape..... orig. $300, adapta. $2-250
Lights Out..... orig. & adapta. $350
Silver Theater..... orig. $500, adapta. $400
Suspense..... orig. $3-400, adapta. $2-250
Plainclothesman..... orig. $200

½ Hour Situation Comedies - Usually average $2-500 per writer on contract.

½ Hour Continuity (varies with amount of research necessary) -- $150 & up.

½ Hour Musical Variety (includes sketches) - Budget of $1000-1200; 2-4 writers.

Comedy Sketches -- based on a length of 5-6 minutes, with possible re-use, if written for one comic only, etc. average $2-250 but range from $1-700.

Sustaining shows carry escalator clauses that guarantee additional money if the show should go commercial before his script is used.

Although the Radio & Television Directors Guild may be said to have won its spurs with respect to wage and conditions negotiations - whether it be due to a lack of internal Radio-TV disputing or to the relatively small number of members (just over a hundred) - one jarring note has been introduced into the serenity of its growth with the medium.....Hollywood's Screen Directors Guild now claims jurisdiction over all directors who direct action on a screen. The RTDG disclaims any possibility of a fight unless the SDG makes membership raids. KTLA and KTTV Los Angeles directors caused quite a furor by joining SDG, but they are also maintaining RTDG cards.

RTDG has been successfull in establishing NBC, CBS & ABC staff director minimums at $145 per week for directors with a year's tenure and $100 per week for assistant directors and floor managers.....WPIX pays its directors a minimum of $115 weekly, its associate directors $80 and program assistants $50 according to a contract which expires this year.....The Guild is currently negotiating with DuMont and WOR.....with regard to hours of work - contracts now in effect concede that, because of the creative nature of their work, directors shall not be held to any set number of working hours; however, they are to have two consecutive days off wherever possible....associate directors and floor managers are limited to 40-hour weeks with time and a half for overtime work.

Salaries for ad agency directors range between $200 & $350 per week, while free lance directors (often represented by an agent) draw between $200 and $500 for package deals on a weekly or bi-weekly basis. An active packaging firm, working with top network programs, pays its directors an average $250 a week, with each handling one show only....in this case, the work amounts to a producer-director role, however.

RTDG's next effort will be devoted to establishing minimums for the commercial fees paid to staff directors or free lancers when programs are sponsored. These fees today - as negotiated directly between the director and his producer or sponsor - vary according to the type of program and the director's bargaining ability. Associate directors and floor managers do not receive commercial fees.

An average commercial fee for directors, over and above their staff salaries currently seems to be about $100 per program for shows requiring a minimum amount of rehearsal and production. Some average commercial fees for directors of various types of programs follow:

1 Hour Drama	$300-750	Strip Musicals	$200(weekly)
½ Hour Drama	200-500	Daytime Women's	150(weekly)
1 Hour Variety	300-750	Forum or Panel	150
½ Hour Musical	125-250	Children's Show	200(weekly)
½ Hour Situa.Comedy	200-250	Interview Show	100
½ Hour Quiz	200-250		

Commercial fees to directors are handled in two ways: 1. If the commercial fee is equal to or exceeds his staff salary, the network may elect to take him off the staff payroll (thereby preventing his assignment to any network show) and pay him only the commercial fee. Example: If his staff salary is $250, his commercial fee must be $250.

....or....2. The network may take 25% of the commercial fee over and above $75 and subtract this amount from his staff salary. But in no case may the staff salary be reduced below $72.50. See figures at the right for an example.

On a Comm'l Fee of	$175
subtract	75
leaves	100
25% of that is	25
Since minimum staff salary is	145
when you subtract	25
Staff salary is reduced to	$120

Reduced Staff salary	$120
plus Commercial Fee	175
Makes a total salary	$295

PRODUCERS' FEES

Producers' fees, as considered in this report, refer only to the individual directly concerned with the production of one show...whether he be appointed by an independent packager, or an agency when it is producing its own program, or by the network when the program is a house package.

The producer's job is to get the show on the air, with overall responsibility for the entire production. He lines up the talent, sets up rehearsal schedules, works out the budget and makes sure that the program stays within it, develops the script, works with the costume designer and costume finder and has a great deal to say in the staging of the program, coordinating his efforts with those of the camera director. Generally, he can rely on the help of a production assistant to attend to detail as well as a secretary.

The producer is an executive as much as he is creative talent. His remuneration is commensurate with the responsibility he assumes. He may be paying his talent five times his own salary, but either through having some financial interest in the program if a package, or through handling more than one program if a network or agency staffer, he has the satisfaction of steady as well as executive work.

As executives, producers have no union representative. As far as working conditions and hours are concerned, they are sometimes allowed a few hours off for sleep.

Average Producer Fees by Category
(commercial)

1 Hour Drama.....$500		Daytime Women's....$200
½ Hour Drama..... 350	1 Hour Variety.....$1000	Strip Musical..... 350
Detective Drama.. 300	½ Hour Variety..... 350	½ Hour Quiz..... 300
Situation Comedy. 350	½ Hour Musical..... 350	Forum or panel..... 300
	Interview Show..... 200	Kid Show (weekly).. 300

COSTUME & SET DESIGNERS

United Scenic Artists, Local 829, represents both set designers and costume finders. Although its members in other theatrical fields doing similar work are receiving much higher wages, it has, for the most part, cooperated with the networks in keeping costs low. The brief strike it called last Fall was inspired largely by those of its members who were not quite so willing to "grow with the medium". When the present contract expires in October, we may see the union - along with others - taking a more realistic or practical position. It remains to be seen exactly how much wage levels & fees will rise.

Costuming until now has been more a question of finding the right clothes than designing them. Much reported experimentation with fabrics and colors has been going on in addition, however, toward the day of custom design for TV and color TV.

Only the three largest networks employ staff costume designers at a minimum wage of $126.75 weekly. Free lancers receive $126.25 minimum per show. Their work to date has been largely that of finding and adapting costumes, and they have Costume Finders at a basic minimum of $100 weekly (4 at NBC, 2 at CBS, 1 at ABC in March).

For the most part, costumes have come from Brooks, Eaves, Mme. Berthe and others, or a well-known fashion designer may lend a garment for a credit mention. Producers say that new stocks are needed right now, and one new firm with an as yet unused stock is reportedly about to enter the field.

TV, by using increasing numbers of scenic designers, is helping to fill the gap caused by the paucity of legitimate theater assignments. As a result of the need for skilled designing, unemployed members of the union are fewer than at any time in the recent past.

The current contract which expires in October provides for set designing fees that are on the average 38% less than those in the theater and motion pictures. As previously noted, it will be interesting to watch negotiations in the Fall..... present wages for a 37½ hour week (as called for by the contract negotiated in September 1948) are $145 minimum. NBC used 8, CBS 7, and ABC 6 in March. Scenic artists now receive a minimum of $105. Free lance designer fees are set at a minimum of $175 per week, but average at about $250. Where used, they are usually hired by a packager or ad agency and are signed to a 13 week contract. A partial list of these follows:

Howard Bay.....	Fred Waring Show	Tom Lee.....	Inside USA
Sam Leve.....	Ford Theater	Frederic Fox.....	Saturday Nite Revue
Syrjala.....	Lucky Strike Thtr	John Root.....	Supper Club
Larry Goldwasser....	Believe It or Not	Ralph Alswang....	Specials

Despite the outstanding work of such as James McNaughton at ABC, Al Ostrander at CBS, Elwell at NBC and others, the trend seems more and more toward the hiring of free lance designers for commercial shows. This is affirmed by union representatives, who point out that networks put a 45% service charge on scenic construction if done at the network, while theatrical studios give more attention at a 35% markup. Actually, the networks are in the process of hiring more and more designers and can counter with the argument that familiarity with available sets, ability to work on several shows and the like make for more economies.

MUSICIANS & ARRANGERS

Both musicians and arrangers are members of the American Federation of Musicians and, while their minimum scales for television have been observed through written and verbal contract, these scales are still somewhat sketchy. Undoubtedly, increases over present minimums are being sought in negotiations going on now..... meanwhile the AFM has not as yet signed a contract permitting its members to make TV transcriptions or films. At present, they can play live programs at 90% of Radio rates for a network show and 80% of Radio rates for local programs. Kinescopes must be used within 30 days after the original telecast.

Networks have in some cases turned to transcription libraries or to sound tracks made before 1946 when the AFM ban went into effect. One major dramatic show found that it actually cut a music cost of $950 down to $7 to $9 by using this method, but chances are that a new contract will negate this practice.

Present rates for musicians are as follows:

Staff (weekly)

	Network	Local
25 hour week sust and/or comm'l --	$172.30	$153.16
25 hour week sustaining only --	136.62	121.44
20 hour week sust and/or comm'l --	142.83	126.96

Extra for Simulcasts: Commercial, per show - $ 7.50
Sustaining, per show - 3.75

Leader: 1 &3/4 Minimum; Contractor: 2 times minimum

Free Lance (per show)

	Network	Local
Up to 30 Mins.	$16.20	$14.41
Up to 1 Hour	20.70	18.40
1 Hour & ¼	25.88	23.00
1 Hour & ½	31.05	27.60
1 Hour & 3/4	36.23	32.20
2 Hours	41.40	36.80

Rehearsal(per hour) $6.75

ARRANGERS

The packager or producer who uses music on his television program has only to select the music; the station airing his program takes care of clearing it. The packager may then decide whether he wants a stock arrangement licensed by BMI or ASCAP or a special arrangement made by a free lance or staff arranger if he has one.

Few programs have their own arrangers. Networks have a certain few staff arrangers, but the greatest amount of work is free lance drawing on the group that does band work. There is no definite scale, but the Class A Radio rate of $159 is used as a minimum.....free lance arrangers can be obtained through AFM's membership directory or by checking on credits for particular work.

Arrangers, when hired on a staff basis, must be hired for 8 weeks, according to the union, and be given 8 weeks notice. He begins work on the music about two to three weeks before the telecast and works right up to and including the actual airing. Most arrangers draw over $200 and up to about $350 per week.....performers either supply their own arrangements or are given extra moneys to cover the cost of new ones. The price varies from $50-175 for stocks to $200-300 for elaborate specials...these are general fees that apply to all branches of the music industry....and,therefore, are rather unique by comparison with other talent fees. Broken down, they include:

Preparing a sketch for an arrangement, per page	$2.00
Where an employer furnishes a complete sketch, not more than 10 parts,per pg	2.00
Where employer furnishes a partial sketch, not more than 10 parts, per page	3.00
Where no sketch is furnished, not more than 10 parts, per page	4.00
Preparing a sketch for cue, montage, background, etc.	3.00

Time rates for Arrangers -- Per Hour: $6.00 Per hour during telecast: $10.00

CONCLUSIONS

Though fees are steadily increasing through practice, there has been no definite percentage or uniform increase. A rough guess would place it about 5 to 15%. What increase there has been is generally traceable to the greater amount of sponsor money in television as a result of the greater number of sets. Both these trends should - by the Fall - reach a point where Television moves ahead of AM Radio as an advertising buy.....and this undoubtedly will reflect in higher costs for creative and performing talent also.

With regard to the individual talent components, their share of the total production budget has been largely dependent upon which of them is emphasized by the producer - whether it be sets or costumes or script or performers. All have played ball with television as a baby, but it is not pessimistic to expect that their standards will change toward TV as an adolescent and then an adult. The current plateau for fees will probably be scaled and left behind come the end of the freeze on stations, the advent of color and the continued boom in set sales.

When the coming jurisdictional battles are over, performing talent should experience the greatest wage rises. Costume and set designers will become much much more important with the advent of color. Musicians can expect an increase to at least the levels of radio. Producers will get an increase proportionate to the increase in the total budget.

In general, the next target for all talent should be -- Standardization.

TALENT SHOWSHEET

Guests Appearing on TV Between the Months of September 1949 & April 1950

The following Talent Credits are offered as a recapitulation and a guide. The names have been drawn from our weekly Talent Showsheets extending back through September.....Several qualifications prevent this from being an absolutely complete list.....1 - We have been forced to omit several shows which are not able to supply us with a talent list in time to make our weekly editions which are put in the mail on Fridays (This group included such programs as: We The People, The Morey Amsterdam Show, 54th Street Revue, Versatile Varieties, Believe It Or Not, and several others)..... 2 - Due to our publishing schedule, there has been a week or two when we did not compile our showsheet.....3 - In some cases those talent lists that were furnished us have been incomplete or subject to last-minute change.

The following listing does serve as a substantial indication of the talent that has been appearing on television, however. It represents quite a bit of compilation on our part and we hope, therefore, that you will excuse any unintentional errors that show up.....Numbers following names indicate the times they have appeared on that program.

A fourth qualification (see above) must be added. We have restricted the below to Variety Acts and to Celebrities, Dramatic Names and Leads. Our office file is complete down to supporting players and bits, however, and we invite your calls on this.

NAMES	SPECIALITY	PROGRAMS APPEARED ON
Alexander Bros	Magicians	Cavalcade of Stars
Louise Allbritton	Actress	H'wood Scrn Test,C'brity Time,Chev,Studio One,Sil Thtr
Walter Abel	Actor	Hollywood Screen Test
Don Ameche	Actor	Celebrity Time, Texaco Star Theater
Joey Adams	Comedian	Leave It To The Girls-2,This Is Show Bus,Cav of Bands
Lois Andrews	Actress	Leave It To The Girls
Yvonne Adair	Singer	Leave It To The Girls, The Play's The Thing
Eddie Albert	Actor	Goodyear-Whiteman Revue
Morey Amsterdam	Comedian	Supper Club, Mohawk, Leave It To The Girls, Texaco
Wesley Addy	Actor	Philco Playhouse, Chevrolet Tele-Theater
Anita Alvarez	Dancer	This Is Show Business, Toast Of The Town
Jan August	Pianist	Toast Of The Town, Mohawk Showroom
Amy Sisters	Novelty	Toast Of The Town
Desi Arnez	Band Ldr	Ed Wynn Show, Toast Of The Town
George Allen	Newscaster	Who Said That-2
Robert Alda	Actor	Texaco Star Theater
Edward Arnold	Actor	Texaco Star Theater
Stella Adler	Actress	Suspense
Jack Albertson	Comedian	Texaco Star Theater, The Clock
Eddy Arnold	Singer	Godfrey & Friends, Supper Club
Danny Alexander	Dancer	Ken Murray Show
Brian Aherne	Actor	Ford Theater
Ann Ayars	Soprano	Opera Concert-2
Janet Blair	Singer	Caval Of Stars-2,C'brity Time,This Is Show Bus,Texaco
Eileen Barton	Singer	Hollywood Screen Test, Toast Of The Town, Ken Murray
Buck & Bubbles	Dancers	Cavalcade Of Stars,Texaco, Godfrey & Friends
The Great Barton	Acrobat	Cavalcade Of Stars

NAME	SPECIALITY	PROGRAMS APPEARED ON
Patricia Bowman	Ballet	Cavalcade Of Stars
The Businessman	Dancers	Cavalcade Of Stars
Abe Burrows	Comedian	Faye Emerson, Celebrity Time,This-Show Bus,R.Q.Lewis
Alan Baxter	Actor	Hollywood Screen Test, Ford Theater
Carol Bruce	Singer	Caval Of Stars,Leave It To The Girls-2,Silver Thtr
Connee Boswell	Singer	Cavalcade Of Stars, Toast Of The Town
Sidney Blackmer	Actor	Hollywood Screen Test
John Beal	Actor	H'wood Screen Test,Philco Playhouse,Eloise Salutes
Mimi Benzell	Singer	C'brity Time,Whiteman Revue-2,Toast Of Twn,20 Quest
Kay Ballard	Satirist	Celebrity Time
Max Baer	Boxer	Celebrity Time, Texaco Star Theater
Wendy Barrie	Actress	C'brity Time,Show Bus, Mohawk Showrm,Play's The Thng
Shirley Booth	Actress	C'brity Time,Leave It To The Girls,This Is Show Bus
Sir Thomas Beecham	Conductor	Celebrity Time
John Baragrey	Actor	Colgate Thtr-2,Philco-2,Studio One, Silver Theater
Theresa Brewer	Singer	Goodyear-Whiteman Revue, Toast Of The Town
Donald Buka	Actor	Colgate Theater,Silver Theater, Suspense-2
Horace Braham	Actor	Colgate Theater, Philco Playhouse
Eugenie Baird	Singer	Goodyear-Whiteman Revue
Victor Borge	Pianist	Whiteman,Toast Of Town-2,Cav Of Bands,Godfrey & Fnds
Valerie Bettis	Dancer	Goodyear-Whiteman Revue, Chevrolet Tele-Theater
John Buckmaster	Actor	Philco Playhouse
Joseph Buloff	Actor	Philco Playhouse, The Play's The Thing
Philip Bourneuf	Actor	Philco Playhouse-2, Chevrolet Tele-Theater
William Bendix	Actor	Supper Club, Texaco Star Theater
Betty Bruce	Singer	This Is Show Business
Joe Browning	Comedian	Toast Of The Town
Phil Baker	Comedian	Toast Of The Town, Wendy Barrie
Sheila Bond	Dancer	Toast Of The Town-2
Milton Berle	Comedian	Toast Of The Town, Wendy Barrie, Ken Murray Show
Pearl Bailey	Singer	This Is Show Business, Toast Of The Town, Texaco
Blackburn Twins	Dancers	Toast Of The Town-2, Texaco Star Theater
Larry Best	Comedian	This Is Show Business
Peg Leg Bates	Dancer	This Is Show Business
Randy Brown	Novelty	Toast Of The Town
The Bairds	Puppeteers	Toast Of The Town
Joan Barton	Singer	Toast Of The Town, A Couple Of Joes
Lee Benedict	Singer	Toast Of The Town
Howard & Wanda Bell	Acrobats	Toast Of The Town
Sara Berner	Comedienne	Toast Of The Town
Joey Bishop	Comedian	Toast Of The Town
Gracie Barrie	Comedienne	Toast Of The Town
Gene Baylous	Comedian	Toast Of The Town
Henry Brandon	Actor	Lights Out, Silver Theater, Suspense
Lee Bowman	Actor	Silver Theater, Ford Theater
Ward Bond	Actor	Silver Theater
Yul Brynner	Actor	Studio One
Blue Barron	Band Ldr	Cavalcade Of Bands
Patricia Bright	Comedienne	Cavalcade Of Bands
Mr.Ballantine	Magician	Cavalcade Of Bands
Fred & Susan Barry	Dancers	Cavalcade Of Bands
Lucille Ball	Actress	Ed Wynn
Belita	Skater	Ed Wynn
Leonard Bernstein	Conductor	Who Said That

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NAME	SPECIALITY	PROGRAMS APPEARED ON
Otto Bolivar	Singer	Cavalcade Of Bands
James Barton	Actor	Suspense
John Boles	Singer	Texaco Star Theater
Romney Brent	Actor	Suspense
Billie Burke	Actress	Texaco Star Theater
Red Barber	Sportscaster	Godfrey & His Friends
Bunny Briggs	Dancer	Ken Murray Show
A.H. Van Buren	Actor	Ken Murray Show
Simon Barrere	Pianist	Ken Murray Show
Mario Berini	Tenor	Opera Concert
Adelaide Bishop	Soprano	Opera Concert
John Brownley	Baritone	Opera Concert
Glenn Burris	Tenor	Opera Concert
Ann Bollinger	Soprano	Opera Concert
Geraldine Brooks	Actress	Ford Theater, Silver Theater
Fay Bainter	Actress	Ford Theater
Lynn Bari	Actress	Ken Murray Show
Johnny Barnes	Dancer	Ken Murray Show
Florian Bach	Violinist	Mohawk Showroom
Ben Blue	Comedian	Texaco Star Theater
Condos & Brandon	Dancers	Cavalcade Of Stars, Toast Of The Town
Christine & Moll	Dancers	Cavalcade Of Stars, Godfrey & Friends
Johnny Coy	Dancer	Cavalcade Of Stars, Celebrity Time
Charles Coburn	Actor	Faye Emerson Show
McDonald Carey	Actor	F.Emerson,Saturday Revue,Silver Theater,Ken Murray
Nancy Coleman	Actress	H'wood Screen Test,Colgate,Lights Outs, Silver Thtr
Donald Curtis	Actor	H'wood Screen Test,Silver Thtr,Chevrolet,Studio One
Jean Carroll	Comedienne	Cavalcade Of Stars-2
Sid Caesar	Comedian	Faye Emerson Show, Texaco Star Theater, Sat Revue
Wendell Corey	Actor	Faye Emerson Show, Leave It To The Girls
Mady Christians	Actress	Hollywood Screen Test
Calgary Brothers	Pantomimists	Cavalcade Of Stars
Cab Calloway	Band Ldr	Cavalcade Of Stars, Caval of Bands,Saturday Revue
Vicki Cummings	Actress	Celebrity Time-2, We Take Your Word,Colgate Theater, Silver Theater, Leave It To The Girls,Chevrolet Thtr
Butch Cavell	Actor	Colgate-2, Chevrolet Theater, The Play's The Thing
Mindy Carson	Singer	Goodyear-Whiteman Revue-2
Kathleen Comegys	Actress	Colgate Theater, Studio One
Sarah Churchill	Actress	Leave It To The Girls
Linda Christian	Actress	Leave It To The Girls
Russell Collins	Actor	Philco Playhouse, Studio One, Suspense
Valerie Cossart	Actress	Starlight Thtr, Philco, Studio One, Kraft-3, Ford
Joan Chandler	Actress	Philco Playhouse, The Play's The Thing
Peter Cookson	Actor	Philco Playhouse, Lucky Strike Theater
Jean Carson	Actress	Philco Playhouse, Chevrolet Theater, Silver Theater
Nelson Case	Actor	Philco Playhouse
Chai & Sonay	Acrobats	Toast Of The Town
The Continentals	Singers	Toast Of The Town
Jane Cowl	Actress	This Is Show Business
Don Cornell	Singer	Toast Of The Town, Mohawk Showroom
Lenora Corbett	Actress	This Is Show Business, Who Said That-2
Jack Carter	Comedian	This Is Show Business,Cavalcade Of Stars,Sat Revue
Rosemary Clooney	Singer	Toast Of The Town

NAME	SPECIALITY	PROGRAMS APPEARED ON
Jackie Coogan	Actor	This Is Show Business
Joe Chisholm	Dancer	Toast Of The Town
Les Catrons	Dancer	Toast Of The Town
King Calder	Actor	Lights Out, Chevrolet, Suspense-3, The Clock, Colgate-2
John Conte	Actor	Chevrolet Tele-Theater
Dane Clark	Actor	Chevrolet Tele-Theater, Ford Theater, Texaco
Tom Conway	Actor	Silver Theater
Ilka Chase	Actress	Silver Theater, Glamour-Go-Round
Bob Considine	Columnist	Who Said That-2
Al Capp	Cartoonist	Who Said That-3
Russel Crouse	Producer	Who Said That
Bennett Cerf	Publisher	Who Said That-2
Xavier Cugat	Band Ldr	Cavalcade Of Bands-2
Tony Canzoneri	Boxer	Cavalcade Of Bands
Irving Ceaser	Composer	Eloise Salutes The Stars
J.Fred Coots	Composer	Eloise Salutes The Stars
Robert Clary	Singer	Ed Wynn Show
Peter Capell	Actor	Suspense, The Clock
Cy Coleman Trio	Musicians	Wendy Barrie Show, Shopper's Matinee
Ralph Clanton	Actor	Suspense-2
Perry Como	Singer	Godfrey & Friends, Supper Club
Jack Carson	Actor	Godfrey & Friends, Ford Theater
Jerry Colonna	Comedian	Godfrey & Friends
Milton Charleston	Comedian	Ken Murray Show
Ernest Cossart	Actor	Ford Theater
Marilyn Cotlow	Soprano	Opera Concert
Thelma Carpenter	Singer	Dinner Date
Charles Chaplin Jr	Actor	Ken Murray Show
Hoagy Carmichael	Composer	Texaco Star Theater, Supper Club
Bruce Cabot	Actor	Texaco Star Theater
Clavel & Farrar	Dancers	Cavalcade Of Stars
Dick Collier	Comedian	Ken Murray Show
Coulter & Harrison	Dancers	Goodyear-Whiteman Revue
Milton Caniff	Cartoonist	Who Said That
Carmen Cavallaro	Band Ldr	Cavalcade Of Bands
D'Olinoff & Rayes	Dancers	Cavalcade Of Stars, Toast Of The Town
DeMarlos	Dancers	Cavalcade Of Stars-2
Jack Durant	Comedian	Cavalcade Of Stars
DeMarco Sisters	Singers	Cavalcade Of Stars, Toast Of The Town
Toby Deane	Singer	Hollywood Screen Test
Milton Douglas	Singer	Cavalcade Of Stars
Melvyn Douglas	Actor	Saturday Night Revue-2, Philco Playhouse
Rufe Davis	Comedian	Saturday Night Revue
Morton Downey	Singer	Celebrity Time, Godfrey & Friends, Texaco Star Thtr
John D.Devereaux	Actor	Colgate Theater-4
Wendy Drew	Actress	Colgate Theater
Vernon Duke	Composer	Leave It To The Girls
Susan Douglas	Actress	Starlight Theater, Lucky Strike, Ford, Suspense
Leora Dana	Actress	Philco Playhouse-2
Peter Donald	Comedian	This Is Show Business, Twenty Questions
Jose Dubal	Singer	Toast Of The Town
Vic Damone	Singer	Toast Of The Town - 2
The Dunhills	Novelty	Toast Of The Town, Cavalcade Of Bands-2

NAME	SPECIALITY	PROGRAMS APPEARED ON
Micki Deems	Comedian	Toast Of The Town
Artie Dann	Comedian	This Is Show Business
Dick Drake	Mandolin	Toast Of The Town
Table Davis	Dancer	Toast Of The Town
Sandra Deel	Singer	Toast Of The Town
Helmut Dantine	Actor	Lights Out
Don Defore	Actor	Silver Theater
Dizzy Dean	Sportcaster	Who Said That
Leo Durocher	Baseball	Who Said That, Celebrity Time
Larraine Day	Actress	Who Said That, Inside USA, Celebrity Time
Dulcina	Singer	Cavalcade Of Bands
Jimmy Dorsey	Band Ldr	Cavalcade Of Bands
Lyn Duddy	Composer	Eloise Salutes The Stars
Denise Darcel	Actress	Eloise Salutes The Stars, Holiday Hotel
Andy Devine	Actor	Ed Wynn Show
Tom Drake	Actor	Suspense
Alan Dale	Singer	Texaco Star Theater
Enrica & Novelli	Dancers	Cavalcade Of Stars
Joan Edwards	Singer	Cavalcade Of Stars
Earl,Jack & Betty	Skaters	Cavalcade Of Stars, Godfrey & Friends
Faye Emerson	Actress	Ford Thtr,Silver Thtr, Leave It To The Girls, This Is Show Business-2,Who Said That,H'wood Screen Test
Mischa Elman	Violin	Saturday Night Revue
Eadie & Rack	Pianists	Goodyear-Whiteman Revue
Tom Ewell	Actor	Goodyear-Whiteman Revue, Colgate Theater-2
William Eythe	Actor	Philco Playhouse-2
Madge Evans	Actress	This Is Show Business
Billy Eckstine	Singer	Toast Of The Town
Dickinson Eastham	Singer	Toast Of The Town, Eloise Salutes The Stars
Russ Emery	Singer	Mohawk Showroom
Edward's Acrobats	Acrobats	Cavalcade Of Bands
Leon Errol	Comedian	Ed Wynn Show
Stuart Erwin	Actor	Twenty Questions
Duke Ellington	Band Ldr	Texaco Star Theater
Evelyn Farney	Dancer	Cavalcade Of Stars
The Fontaines	Dancers	Cavalcade Of Stars
Stan Fisher	Harmonica	Cavalcade Of Stars
Ralph Forbes	Actor	Hollywood Screen Test
Nina Foch	Actress	Leave It To The Girls, Chevrolet Theater, Suspense
Betty Furness	Actress	Leave It To The Girls
Frank Farrell	Columnist	Leave It To The Girls
Parker Fennelly	Actor	Colgate Theater
Lawrence Fletcher	Actor	Colgate,Starlight-2,Ford,Kraft-2,Studio 1,Lights Out
Peter Fernandez	Actor	Starlight Time, Silver Theater
Doug Fairbanks Jr	Actor	Supper Club
Faye & Foster	Novelty	Toast Of The Town
Arlene Francis	MC	This Is Show Business
Jinx Falkenberg	Columnist	This Is Show Business, Who Said That
Fred & Faye	Comedians	Toast Of The Town
Leo Fuchs	Comedian	Toast Of The Town
Dick Foran	Actor	Chevrolet Theater-2,Mohawk Showroom, Studio One
Fontanne Sisters	Singers	Mohawk Showroom

NAME	SPECIALITY	PROGRAMS APPEARED ON
Glenda Farrell	Actress	Silver Theater
Bramwell Fletcher	Actor	Studio One, The Clock
James Farley	Politics	Who Said That
Helen Forrest	Singer	Ed Wynn Show
William Farnum	Actor	Ed Wynn Show
Benny Fields	Comedian	Texaco Star Theater
Gracie Fields	Comedienne	Texaco Star Theater
Jose Ferrer	Actor	Saturday Night Revue-2
Phil Foster	Comedian	Saturday Night Revue
William Frawley	Actor	Silver Theater, Ed Wynn Show
Joey Faye	Comedian	Celebrity Time, Joey Faye's Frolics
Galli Galli	Magician	Cavalcade Of Stars-2
Clifford Guest	Ventril.	Cavalcade Of Stars, Saturday Night Revue
Georgia Gibbs	Singer	F.Emerson,C'brity Time,W.Barrie,Texaco,This-Show Bus
Peggy Ann Garner	Actress	Hollywood Screen Test, Ford Theater
Tito Guizar	Singer	F.Emerson,Dinner Date,Caval of Stars,Godfrey & Frnds
Golden Gate Qt	Singers	Cavalcade Of Stars-2
Virginia Gilmore	Actress	Colgate Theater, Philco Playhouse, Silver Theater
Benny Goodman	Band Ldr	This Is Show Business
Billy Gilbert	Comedian	This Is Show Business, Godfrey & Friends
Ethel Griffies	Actress	This Is Show Business, Chevrolet Tele-Theater
Adolph Green	Composer	Toast Of The Town
The Glenns	Acrobats	Toast Of The Town
Paul Gray	Comedian	Toast Of The Town
Thomas Gomez	Actor	Lucky Strike Theater
Samuel Goldwyn	Producer	Who Said That
Lefty Gomez	Baseball	Who Said That
Jay Gorney	Composer	Eloise Salutes The Stars
Reginald Gardner	Actor	Ed Wynn Show
Mitzi Green	Comedienne	Ed Wynn Show, Texaco Star Theater
Betty Garde	Actress	Suspense-2
Bert Gordon	Comedian	Texaco Star Theater, Cavalcade Of Stars
Frank Gamboni	Singer	Godfrey & His Friends-2
Georges Guetary	Singer	Toast Of The Town
Hamilton Dancers		Cavalcade Of Stars; Saturday Night Revue-2
Peter L.Hayes	Comedian	Faye Emerson, This Is Show Business, Inside USA
Mary Healy	Singer	Faye Emerson, This Is Show Business,Inside USA
Dolores Hawkins	Singer	Hollywood Screen Test
Edward E.Horton	Actor	Hollywood Screen Test, Leave It To The Girls,Texaco
The Harstons	Tumblers	Cavalcade Of Stars
Helene & Howard	Dancers	Cavalcade Of Stars, This Is Show Business
Rex Harrison	Actor	Saturday Night Revue, Chevrolet Tele-Theater
Hugh Herbert	Comedian	Celebrity Time, Texaco Star Theater
Connie Haines	Singer	Cavalcade Of Bands, Celebrity Time
Cedric Hardwicke	Actor	Celebrity Time, Goodyear-Whiteman Revue
Richard Himber	Band Ldr	Celebrity Time, Cavalcade Of Bands, Texaco Star Thtr
Tommy Henrich	Baseball	Celebrity Time,Godfrey & His Friends
Joan Holloway	Dancer	Goodyear-Whiteman Revue, Toast Of The Town
Phil Hanna	Singer	Goodyear-Whiteman Revue
Al Helfer	Sportcaster	Leave It To The Girls-2
Dean Harens	Actor	Colgate Thtr-2,Lucky Strike Thtr,Studio One, Clock
Ed Herlihy	Sportcaster	Leave It To The Girls

NAME	SPECIALITY	PROGRAMS APPEARED ON
Walter Hampden	Actor	Goodyear-Whiteman Revue
Vinton Hayworth	Actor	Philco,Light Out-2,Kraft Thtr, Silver Thtr, Clock
Mary Hatcher	Singer	Supper Club, Texaco Star Theater
Kim Hunter	Actor	Philco Playhouse, Silver Theater, Ford Theater
Skitch Henderson	Band Ldr	This Is Show Business
Juanita Hall	Singer	Toast Of The Town,This Is Show Business,Mohawk-2
The Hartmans	Dancers	This Is Show Business, Texaco Star Theater
June Havoc	Actress	This Is Show Business, Lucky Strike Thtr, Texaco
W.C.Handy	Composer	Toast Of The Town
Sonny Howard	Impress.	Toast Of The Town
Annabelle Hill	Singer	Toast Of The Town
Ruby Hill	Singer	Toast Of The Town
Miriam Hopkins	Actress	Chevrolet Tele-Theater, Ken Murray Show
The Harmonicats	Harmonica	Mohawk Showroom
Josephine Hull	Actress	Studio One
Richard Hart	Actor	Silver Theater, Studio One
Marsha Hunt	Actress	Silver Theater, Studio One, Ford Theater
Dolly Haas	Actress	Studio One
Charlton Heston	Actor	Studio One-2, Suspense
Mrs.Wm.R.Hearst Jr		Who Said That
Fannie Hurst	Writer	Who Said That
Lillian Hellman	Writer	Who Said That
Irene Hervey	Singer	Ed Wynn Show, Texaco Star Theater
Steven Hill	Actor	Suspense, The Play's The Thing
Joe Howard	Comedian	Texaco Star Theater
Will Hare	Actor	Kraft Theater-2, The Play's The Thing, Ford Theater
The Hawaiians	Musicians	Godfrey & Friends
Gil Hodges	Baseball	Twenty Questions
Mary Beth Hughes	Actress	Ken Murray
Mary Henderson	Soprano	Opera Concert
Lionel Hampton	Band Ldr	Dinner Date
Van Heflin	Actor	Ken Murray
Woody Herman	Band Ldy	Eloise Salutes The Stars
Jane Harvey	Singer	Hollywood Screen Test
Winifred Heidt	Singer	Opera Concert
Bill Hayes	Singer	Ken Murray
The Inkspots	Singers	Toast Of The Town
Margaret Irving	Actress	Chevrolet Tele-Theater
Howdy Doody	Puppet	Texaco Star Theater
Burl Ives	Singer	Godfrey & Friends-2, Faye Emerson Show
Johnny Johnston	Singer	Cavalcade Of Stars, Texaco Star Theater
Helen Jepson	Singer	Faye Emerson, Goodyear-Whiteman Revue,20 Questions
George Jessel	Comedian	Faye Emerson
The Jaywalkers	Comedians	Saturday Night Revue, Toast Of The Town
Roberta Jonay	Actress	Colgate Theater, Chevrolet Theater, Texaco Star Thtr
Victor Jory	Actor	Philco Playhouse, Chevrolet Tele-Theater
Jay Jostyn	Actor	Philco Playhouse
Anne Jackson	Actress	Philco Playhouse, Silver Theater, Kraft Theater
Phil Jones Dancers		Toast Of The Town
Jimmy Jimaine	Comedian	Toast Of The Town
Colin K.Johnston	Actor	Studio One
Conrad Janis	Actor	Silver Theater, Suspense-2

NAME	SPECIALITY	PROGRAMS APPEARED ON
Juvelys	Novelty	Texaco Star Theater
Allan Jones	Singer	Texaco Star Theater, Ed Wynn Show
Shandra Kaly	Dancer	Cavalcade Of Stars
Charles Korvin	Actor	Faye Emerson Show, Silver Theater, Murray, Mr. Omm
Guy Kibbee	Actor	H'wood Screen Test,Chevrolet-2,Texaco, Ford Theater
Kitty Kallen	Singer	Cavalcade Of Stars, Cavalcade Of Bands
Lisa Kirk	Singer	Celebrity Time, This Is Show Business
Boris Karloff	Actor	Celebrity Time, Suspense, Texaco, Mystery Playhouse
Dorothy Kilgallen	Columnist	Leave It To The Girls,Who Said That,20 Questions
E.H.Krumschmidt	Actor	Colgate Theater, Chevrolet Theater, Studio One-2
Ian Keith	Actor	Colgate Theater, Ford Theater-2
King Cole Trio	Musicians	Supper Club, Toast Of The Town
George Keane	Actor	Philco Playhouse, The Play's The Thing, The Trap
Nancy Kelly	Actress	Leave It To The Girls, Silver Theater
Kurt Kasznar	Actor	Philco Playhouse
Garson Kanin	Author	This Is Show Business-2
Korn Kobblers	Musicians	This Is Show Business, Cavalcade Of Stars,Toast-Town
Kanazawa Group	Acrobats	Toast Of The Town
Beatrice Kay	Singer	This Is Show Business, Texaco Star Theater-2
Betty & Jane Kean	Singers	Toast Of The Town, Saturday Night Revue
Lenny Kent	Comedian	Toast Of The Town
Kinko	Clown	Toast Of The Town
George Kirby	Impress.	Toast Of The Town
Roscoe Karns	Actor	Chevrolet Tele-Theater, Inside Detective
Berry Kroeger	Actor	Studio One-2, Suspense, Kraft Theater, Stage Door
H.V.Kaltenborn	Newscaster	Who Said That-3
Buster Keaton	Comedian	Ed Wynn Show
Paula Kelly	Singer	Ed Wynn Show
Ruby Keeler	Actress	Ken Murray Show
Ramona Lang	Dancer	Cavalcade Of Stars
Virginia Lee	Contort.	Cavalcade Of Stars, Toast Of The Town,One Man's Fam
Bert Lytell	Actor	Hollywood Screen Test
Muriel Lane	Singer	Hollywood Screen Test
Frances Langford	Singer	Cav of Stars, This Is Show Business, Saturday Revue
Jack Leonard	Singer	Cavalcade Of Stars
Ladd Lyon	Acrobat	Cavalcade Of Stars
Monica Lewis	Singer	C'brity Time, This Is Show Business, Caval Of Stars
Kay Lovell	Singer	Hollywood Screen Test
Laurette & Clymas	Dancers	Cavalcade Of Stars
Landra & Verna	Dancers	Cavalcade Of Stars
Gil Lamb	Comedian	Cavalcade Of Stars
The Lavernes	Dancers	Cavalcade Of Stars
Jesse R.Landis	Actress	Hollywood Screen Test, The Play's The Thing
Bert Lahr	Comedian	C'brity Time,This Is Show Bus,Texaco,Godfrey & Frnds
The Lessers	Singers	Celebrity Time
Gene Lockhart	Actor	Celebrity Time, Ken Murray Show
Eva LeGallienne	Actress	We Take Your Word, Ford Theater
Guy Lombardo	Band Ldr	Celebrity Time, Cavalcade Of Bands
Paula Laurence	Singer	Celebrity Time, Philco Playhouse , Show Business
Diana Lynn	Actress	Goodyear-Whiteman Revue, Silver Theater
June Lockhart	Actress	Goodyear-Whiteman Revue, Ford Theater

NAME	SPECIALITY	PROGRAMS APPEARED ON
John Loder	Actor	Goodyear-Whiteman Revue,Silver Thtr,Chevrolet Thtr
Charles Laughton	Actor	Whiteman Revue,Toast Of The Town,Ed Wynn Show
Art Linkletter	MC	Leave It To The Girls
Vincent Lopez	Band Ldr	Leave It To The Girls, Cavalcade Of Bands
Robert Q.Lewis	MC	Supper Club,Toast Of Town,This-Show Bus,Godfrey-Fnds
Claire Luce	Actress	Philco Playhouse
Beatrice Lillie	Comedienne	This Is Show Business, Bob Hope Show
Gypsy Rose Lee	Dancer	This Is Show Business-3
Ted Lewis	Band Ldr	This Is Show Business, Texaco Star Theater
Sam Levenson	Comedian	This Is Show Business-2, Cavalcade Of Stars,Toast
Tony Labriola	Comedian	This Is Show Business, Ken Murray Show
Jack E.Leonard	Comedian	Toast Of The Town-2
Walt Lang	Dancer	Toast Of The Town
Liberto & Gorski	Acrobats	Toast Of The Town
Frankie Laine	Singer	Toast Of The Town-2
Johnny Lander	Juggler	Toast Of The Town
Judy Lynn	Singer	This Is Show Business
Harold Lang	Dancer	This Is Show Business
Carol Lynne	Skater	Toast Of The Town-2
Joe Laurel	Comedian	Toast Of The Town
Howard Lang	Singer	Toast Of The Town
Buddy Lester	Comedian	Toast Of The Town
Frank Libuse	Comedian	Toast Of The Town
Hal LeRoy	Dancer	Cavalcade Of Stars
Paul Lukas	Actor	Chevrolet Thtr,Silver Thtr,Studio One,Who Said That
Art Lund	Singer	Mohawk Showroom
Jack Lemmon	Actor	Studio One, Suspense, Kraft Theater,Toni, Won. Guy
Fred Lowery	Musician	Mohawk Showroom
Oscar Levant	Pianist	Who Said That-5
Abbe Lane	Singer	Cavalcade Of Bands
Elsa Lanchester	Actress	Ed Wynn Show
Ella Logan	Singer	Ed Wynn Show, Texaco Star Theater
Howard Lindsay	Producer	Who Said That
Lucienne & Ashour	Dancers	Cavalcade Of Bands
Philip Loeb	Actor	Suspense, The Goldbergs
Hank Ladd	Comedian	Texaco Star Theater-2, Waiting For The Break
Bela Lugosi	Actor	Suspense, Texaco Star Theater
Nick Lucas	Musician	Ken Murray Show
Eva Likova	Soprano	Opera Concert
Lenore Lonergan	Actress	Celebrity Time, Holiday Hotel
Kyle MacDonnell	Singer	Cav Of Stars-3,F.Emerson,Whiteman-2,C'brity Time-2
Chester Morris	Actor	Cavalcade Of Stars,Celebrity Time,Ken Murray Show
Lee Marks	Singer	Cavalcade Of Stars-2
Burgess Meredith	Actor	F.Emerson,Lucky Strike,Studio 1,Murray,Texaco,Supper
Joy Marshall	Magician	Cavalcade Of Stars
Monroe & Grant	Trampolin	Cavalcade Of Stars
Chico Marx	Comedian	Cavalcade Of Stars, Silver Theater
Johnny Mack	Dancer	Cavalcade Of Stars, Toast Of The Town
Joan Merrill	Singer	Cavalcade Of Stars,Toast Of The Town,Caval Of Bands
Henry Morgan	Comedian	Faye Emerson, Silver Theater, Who Said That-3
Arnold Moss	Actor	Hollywood Screen Test, The Clock
Margo	Actress	H'wood Screen Test,Eloise Salutes, Chevrolet Theater

NAME	SPECIALITY	PROGRAMS APPREARED ON
Vera Massey	Singer	Hollywood Screen Test, Zeke Manners
Mercedes McCambridge	Actress	Hollywood Screen Test, Chevrolet Tele-Theater
Marie McDonald	Actress	Cavalcade Of Stars, Saturday Night Revue
Martin Bros.	Dancers	Cavalcade Of Stars
Jackie Miles	Comedian	Cavalcade Of Stars, This Is Show Business
Luba Malina	Singer	Cavalcade Of Stars,Toast Of The Town,Saturday Revue
Ray Malone	Dancer	Cavalcade Of Stars
Kate Murtagh	Singer	Hollywood Screen Test, Toast Of The Town
Martin & Lewis	Comedians	Saturday Night Revue, Texaco Star Theater
Tony Martin	Singer	Saturday Night Revue
Ilona Massey	Actress	Celebrity Time, Twenty Questions, Ed Wynn
Patrice Munsel	Soprano	Goodyear-Whiteman Revue, Texaco Star Theater-2
Mary McCarty	Singer	Goodyear-Whiteman Revue, Toast Of The Town-2
Gail Meredith	Singer	Goodyear-Whiteman Revue, Enchanted Strings
Marais & Miranda	Singers	Goodyear-Whiteman Revue
Patricia Morrison	Singer	Goodyear-Whiteman Revue, This Is Show Business
Ted Malone	Poet	Goodyear-Whiteman Revue, Europe Today
Allyn McLerie	Dancer	Goodyear-Whiteman Revue, Toast Of The Town
Joyce Matthews	Actress	Leave It To The Girls, Silver Theater
Felicia Montealegre	Actress	Philco,Lights Out,Studio One-3,Kraft,Silver Thtr-2
John McQuade	Actor	Play's-Thing-2,Philco-2,Lights Out-2,Kraft-3,Clock
Mercer McLeod	Actress	Philco Playhouse, Lights Out, Kraft Theater-6
Leueen McGrath	Actress	Philco Playhouse, This Is Show Business, Ford Thtr
Willy Mosconi	Bowler	Toast Of The Town
Will Mastin Trio	Novelty	Toast Of The Town
The Marvellos	Magicians	Toast Of The Town
Merry Mutes	Pantomim.	Toast Of The Town
Ken Murray	Comedian	Toast Of Town,Texaco,This-Show Bus,Godfrey & Friends
Robert Merrill	Singer	This Is Show Business, Saturday Night Revue
Vaughn Monroe	Singer	Toast Of The Town-2
Dewey Markham	Comedian	Toast Of The Town
Martez & Lucia	Dancers	Toast Of The Town-2
Gene Martin	Singer	This Is Show Business
E.G.Marshall	Actor	Play's-Thing-5,Ford,Suspense,Kraft-4,Studio 1,Chev
Robert Montgomery	Actor	Lucky Strike Theater
Robert Maxwell	Harpist	Mohawk Showroom
Howard Mann	Singer	Mohawk Showroom
Magid Triplets	Singers	Mohawk Showroom,Texaco Star Theater
Butterfly McQueen	Actress	Studio One
Mary M.McBride	Radio	Who Said That-2
Manuel & Marita	Dancers	Cavalcade Of Bands
Borah Minnevitch	Comedian	Cavalcade Of Bands, Texaco Star Theater
Horace McMahon	Actor	Eloise Salutes The Stars
David Mack	Composer	Eloise Salutes The Stars
Modernaires	Singers	Ed Wynn Show
Jules Munshin	Comedian	Eloise Salutes The Stars
Constance Moore	Singer	Texaco Star Theater
Lon McAllister	Actor	Suspense, Studio One
Momikai	Dancer	Godfrey & His Friends-2
Raymond Massey	Actor	Ken Murray Show
Owen McGivney	Novelty	Ken Murray Show
Maidie & Ray	Lariat	Ken Murray Show
Dragica Martinis	Soprano	Opera Concert

NAME	SPECIALITY	PROGRAMS APPEARED ON
Bob Marshall	Tenor	Opera Concert
Nicola Moscona	Basso	Opera Concert
Ethel Merman	Singer	Inside USA, Texaco Star Theater-2, This Is Show Bus
Meg Mundy	Actress	Ford Theater, Suspense
Johnny Mercer	Composer	Texaco Star Theater
Frederic March	Actor	Ford Theater
Mavis Mims	Singer	Dinner Date
J.Carrol Naish	Actor	Cavalcade Of Stars
Mildred Natwick	Actress	Hollywood Screen Test, Kraft Theater-2, Chevrolet
Gertrude Nieson	Singer	Celebrity Time, Supper Club, Cavalcade Of Stars
Kathi Norris	Actress	Leave It To The Girls
Jarmila Novotna	Singer	Leave It To The Girls, Toast Of The Town
Notr.Dame Glee Clb		Toast Of The Town
Walter Nilsson	Comedian	Toast Of The Town
Maude Nugent	Composer	Toast Of The Town
Maria Neglia	Violin	Toast Of The Town-2
Red Norvo	Vibraphone	This Is Show Business
Henny Nadell	Comedian	Toast Of The Town
Barry Nelson	Actor	The Play's The Thing-2, Suspense-3, Studio One-2,
Notables	Comedians	Mohawk Showroom Lucky Strike, Philco
Conrad Nagel	Actor	Silver Theater, Celebrity Time
Ingeborg Nordquist	Singer	Godfrey & His Friends-2, Talent Scouts
Herva Nelli	Soprano	Opera Concert
Earl Nichols	Comedian	Ken Murray Show
Mary Orr	Actress	Toast Of The Town, The Clock
Walter O'Keefe	Actor	Celebrity Time
Una O'Connor	Actress	Lucky Strike, H'wood Scrn Test,Chevrolet,Studio One
Virginia O'Brien	Singer	Texaco Star Theater
O'Donnell & Blair	Novelty	Texaco Star Theater
Jack Oakie	Comedian	Ken Murray Show
Pat O'Brien	Actor	Texaco Star Theater, Ken Murray
Lilli Palmer	Actress	F.Emerson,C'brity Time,Philco,Suspense,Ford,Show Bus
Brock Pemberton	Producer	Faye Emerson, Eloise Salutes The Stars
Jane Pickens	Singer	Whiteman Revue, Celebrity Time, Cavalcade Cf Stars
David Powell	Dancer	Cavalcade Of Stars
Franklin Pangborn	Actor	Ken Murray Show
Paul & Paulette	Acrobats	Cavalcade Of Stars
Lew Parker	Comedian	Cavalcade Of Stars
Jan Peerce	Singer	Saturday Night Revue-2
Minerva Pious	Actress	Celebrity Time
Neva Patterson	Actress	Colgate Theater-2, Lights Out, Kraft Theater-2
Margaret Phillips	Actress	Colgate,Starlight Thtr,Philco-3,Studio One-2,Kraft
Allan Prescott	MC	Leave It To The Girls
Sarah Palfrey	Tennis	Leave It To The Girls
William Prince	Actor	Philco,Starlight Theater, Eloise Salutes The Stars
Georgie Price	Singer	This Is Show Business, Texaco Star Theater
Pelletiers	Dog Act	Toast Of The Town-2
Parks & Clifford	Comedians	Toast Of The Town
George Prentice	Puppeteer	Toast Of The Town
Claudia Pinza	Singer	Toast Of The Town

NAME	SPECIALITY	PROGRAMS APPEARED ON
Hot Lips Page	Trumpet	Toast Of The Town
Frank Parker	Singer	Toast Of The Town
Philharmonica Trio	Musicians	Mohawk Showroom
Marie Powers	Singer	Studio One
Eddie Peabody	Musician	Mohawk Showroom
Louis Prima	Band Ldr	Cavalcade Of Bands
Dr.Franz J.Polgar	Hypnotist	Godfrey & His Friends
D'Vaughn Pershing	Pianist	Ken Murray
Rudolph Petrak	Tenor	Opera Concert-2
Mona Paulee	Soprano	Opera Concert
Quiz Kids		Texaco Star Theater
Lorraine Rognan	Comedienne	Cavalcade Of Stars, This Is Show Business
Phil Regan	Singer	Ken Murray Show, Texaco Star Theater
Andy&Della Russell	Singers	Cavalcade Of Stars, Ed Wynn Show
Rosario & Antonio	Dancers	Cavalcade Of Stars
Selena Royle	Actress	Hollywood Screen Test
Phillip Reed	Actor	Hollywood Screen Test-2
Lina Romay	Singer	Cav Of Stars,C'brity Time,Whiteman,This Is Show Bus
Rockettes	Dancers	Cavalcade Of Stars
Carlos Ramirez	Baritone	Cavalcade Of Stars
Basil Rathbone	Actor	Sat Revue,C'brity Time,Chevrolet Thtr,Murray,Ford
Joan Roberts	Singer	Celebrity Time, Joan Roberts Show
Max Rosenbloom	Comedian	Celebrity Time
Marjorie Reynolds	Actress	Celebrity Time
Florence Reed	Actress	Colgate Theater, Philco Playhouse
Carroll Righter	Astrology	Leave It To The Girls
Sigmund Romberg	Composer	Supper Club, Toast Of The Town
Frances Reid	Actress	Philco Playhouse
Carl Benton Reid	Actor	Philco Playhouse
Lanny Ross	Singer	This Is Show Business
Rinauld & Rudy	Acrobats	Toast Of The Town
Louise Rainer	Actress	Toast Of The Town
Lillian Roth	Singer	Toast Of The Town
Sugar Chile Robinson	Pianist	This Is Show Business, Texaco Star Theater
Felix Romaine	Violinist	This Is Show Business
Rigoletto Bros	Novelty	Toast Of The Town
Ella Raines	Actress	Lucky Strike Theater
Irene Rich	Actress	Chevrolet Tele-Theater
Carl Revazza	Singer	Mohawk Showroom
Robert Ruark	Columnist	Who Said That-3
Quentin Reynolds	Writer	Who Said That, Answer Yes Or No
Ann Ronell	Composer	Eloise Salutes The Stars
Ryan & McDonald	Novelty	Texaco Star Theater
Jackie Robinson	Baseball	Texaco Star Theater
Bill Robinson	Dancer	Texaco Star Theater
Al Robinson	Ventril.	Godfrey & His Friends
Betty Reilly	Singer	Godfrey & His Friends
Rennie Renfro	Dog Act	Ken Murray Show
Buddy Rogers	Actor	Twenty Questions, Toast Of The Town
Carl Reiner	Comedian	Toast Of The Town
Caesar Romero	Actor	Texaco Star Theater, Wendy Barrie Show

NAME	SPECIALITY	PROGRAMS APPEARED ON
Robert Scheerer	Dancer	Cavalcade Of Stars, Hollywood Screen Test
Slate Bros.	Comedians	Cavalcade Of Stars, Texaco Star Theater
Ed Sullivan	MC	Ken Murray Show, Texaco Star Theater, Toast Of Town
Step Bros.	Dancers	Cavalcade Of Stars
Smith & Dale	Comedians	Cavalcade Of Stars, Saturday Night Revue
The Spauldings	Dancers	Cavalcade Of Stars
Willie Shore	Comedian	Cavalcade Of Stars
Hazel Scott	Singer	Cavalcade Of Stars
Dorothy Sarnoff	Singer	Saturday Night Revue, Toast Of The Town
Ethel Smith	Organist	Celebrity Time, Toast Of The Town
Jack Smart	Comedian	Celebrity Time
Martha Scott	Actress	Leave It To The Girls, This Is Show Business
Rise Stevens	Soprano	Leave It To The Girls, This Is Show Business
John C.Swayze	Newscaster	Leave It To The Girls
Edgar Stehli	Actor	Philco Playhouse,Chevrolet Thtr,Suspense,Ford,Clock
Gloria Swanson	Actress	This Is Show Bus-2,Who Said That, Eloise, Murray
Phil Silvers	Comedian	This Is Show Business, Texaco Star Theater
Dorothy Shay	Singer	This Is Show Business, Ken Murray Show
Bobby Sargeant	Comedian	Toast Of The Town
Captain Shaw	Monkey Act	Toast Of The Town
Connie Sawyer	Singer	This Is Show Business, Texaco Star Theater
Russell Swann	Magician	This Is Show Business-2
Sharkey,The Seal		Toast Of The Town
Martha Stewart	Singer	Toast Of The Town-2
Rosita Serrano	Singer	Toast Of The Town
Menasha Skulnik	Comedian	This Is Show Business
Larry Storch	Comedian	Toast Of The Town
Stamford Group	Dancers	Toast Of The Town
The Striders	Singers	Mohawk Showroom
Jack Smith	Singer	Mohawk Showroom
Bob Smith	Singer	Mohawk Showroom
Mary Sinclair	Actress	Studio One-3, Silver Theater, Suspense
Danny Scholl	Singer	Mohawk Showroom
H.Allen Smith	Humorist	Who Said That-2, Godfrey & His Friends
Jan Struther	Author	Who Said That
Artie Shaw	Band Ldr	Cavalcade Of Bands, What's My Line
Herbert & Saxon	Comedians	Cavalcade Of Bands
Charlie Spivak	Band Ldr	Cavalcade Of Bands
Robert Sylvester	Columnist	Eloise Salutes The Stars
Ezra Stone	Actor	Eloise Salutes The Stars
Bill Stern	Sportcaster	Eloise Salutes The Stars
Ann Sheridan	Actress	Ed Wynn Show
Herb Shriner	Comedian	Cavalcade Of Bands, Herb Shriner Show
Sissle & Blake	Dancers	Texaco Star Theater
Dinah Shore	Singer	Texaco Star Theater, Ed Wynn Show
Arnold Stang	Comedian	Texaco Star Theater
Elaine Stritch	Singer	Texaco Star Theater
Gene Sarazen	Golfer	Twenty Questions
John Sebastian	Harmonica	Ken Murray Show
Fred Sanborn	Comedian	Ken Murray Show
Brian Sullivan	Tenor	Opera Concert
Joseph Schildkraut	Actor	Ford Theater
Dorothy Stickney	Actress	Ford Theater

NAME	SPECIALITY	PROGRAMS APPEARED ON
Toy & Wing	Dancers	Cavalcade Of Stars-2
Tong Bros.	Acrobats	Cavalcade Of Stars, Toast Of The Town
Lee Tracy	Actor	Emerson,C'brity Time,Chev,Texaco,Colgate,Inside USA
Lawrence Tibbett	Singer	Faye Emerson, CBS Opera - La Traviata
Mel Torme	Singer	Celebrity Time,Toast Of Town,Ed Wynn,Morey Amsterdam
Charles Trenet	Singer	Goodyear-Whiteman Revue
Ethel Thorsen	Author	Leave It To The Girls
Oliver Thorndyke	Actor	Colgate Theater-2,Philco Playhouse,Kraft,Clock-2
Les Tremayne	Actor	Philco Playhouse
Franchot Tone	Actor	Sup Club,Philco,Studio One,Murray,Texaco,Sat Revue
Vaughn Taylor	Actor	Philco, Lucky Strike Thtr,Silver, Kraft-3, Clock
Arthur Treacher	Actor	Toast Of The Town, Texaco Star Theater
Ted & Flo	Batonists	Toast Of The Town-2
Ziggie Talent	Singer	Toast Of The Town
The Tattlers	Dancers	Toast Of The Town-2
Tommy Trent	Puppeteer	Toast Of The Town
William Tabbert	Singer	Toast Of The Town
Beverly Tyler	Actress	Silver Theater, Ed Wynn Show
James Thurber	Humorist	Who Said That
Trixie	Juggler	Cavalcade Of Bands
Tato & Julia	Dancers	Cavalcade Of Bands-2
Claude Thornhill	Band Ldr	Cavalcade Of Bands
John C.Thomas	Baritone	Ed Wynn Show
Three Stooges	Comedians	Ed Wynn Show, Texaco Star Theater
Unger Bros	Comedians	Eloise Salutes The Stars
Vera Vague	Comedienne	Cavalcade Of Stars, Ed Wynn Show
Ted&Flo Valletta	Acrobats	Cavalcade Of Stars
Rudy Vallee	Singer	Saturday Revue,This Is Show Bus,Texaco,Wendy Barrie
Vienna Choirboys		Goodyear-Whiteman Revue
Vic & Addio	Acrobats	Toast Of The Town, Godfrey & His Friends
Viera's Monkeys		Toast Of The Town, Cavalcade Of Bands
Billy Vine	Comedian	Toast Of The Town
Romo Vincent	Singer	Texaco Star Theater-2
Vagabonds	Comedians	Godfrey & His Friends-2
Lubomir Vichegonov	Basso	Opera Concert
Jerry Wayne	Singer	Cavalcade Of Stars, Mohawk Showroom
Bert Wheeler	Comedian	Cavalcade Of Stars-2, This Is Show Business-2
Walton&O'Rourke	Puppeteers	Cavalcade Of Stars
Bobby Whaling	Unicycle	Cavalcade Of Stars
Wong Sisters	Acrobats	Cavalcade Of Stars, Toast Of The Town
W.West & McGinty	Comedians	Cavalcade Of Stars, Holiday Hotel
Nancy Walker	Comedienne	Faye Emerson Show, Texaco Star Theater
Helen Wood	Violinist	Hollywood Screen Test
John White	Singer	Cavalcade Of Stars, Godfrey & His Friends
Wayne-Marlin Trio	Acrobats	Cavalcade Of Stars
Elysa Weber	Singer	Hollywood Screen Test
Billy Williams Qt.	Singers	Saturday Night Revue-2
Paul Winchell	Ventril.	Saturday Revue,Celebrity Time-2,Godfrey & Friends
Emlyn Williams	Actor	Celebrity Time
Margaret Whiting	Singer	Celebrity Time, Texaco Star Theater

TALENT SHOWSHEET (Continued)

NAME	SPECIALITY	PROGRAMS APPEARED ON
Fran Warren	Singer	Celebrity Time, Toast Of Town, Wendy Barrie, Texaco
Mary K.Wells	Actress	Colgate Theater-4, Philco-2, Silver Thtr, Kraft Thtr
Martha Wright	Singer	Goodyear-Whiteman Revue
Julie Wilson	Singer	Goodyear-Whiteman Revue
Alfreda Wallace	Actress	Philco Playhouse-3, Suspense, The Clock
Ethel Waters	Singer	Supper Club, Toast Of The Town
Ilene Woods	Singer	Supper Club
Frieda Wing	Comedienne	Toast Of The Town
Ted Williams	Baseball	Toast Of The Town
Welde's Bears		Toast Of The Town
Lou Wills Jr	Dancer	This Is Show Business, Mohawk Showroom
Irene Williams	Singer	This Is Show Business
Jack Williams	Dancer	Toast Of The Town
Jane Wyatt	Actress	Lucky Strike Theater
Betty Jane Watson	Singer	Mohawk Showroom
Donald Woods	Actor	Silver Theater
Mary Wickes	Actress	Studio One
Earl Wilson	Columnist	Who Said That, Eloise Salutes The Stars
Arlene Whelan	Actress	Eloise Salutes The Stars, Wendy Barrie, Ken Murray
Jack Whiting	Actor	Wendy Barrie Show
Gwen Williams	Singer	Wendy Barrie Show
Bobby White	Singer	Godfrey & His Friends
Henry Wilcoxson	Actor	Ken Murray Show
Jimmy Wakely	Singer	Ken Murray Show
Richard Waring	Actor	Ford Theater-2
Margaret Wycherly	Actress	Ford Theater
Robert Weede	Tenor	Opera Concert
John Weismuller	Actor	Ken Murray Show
Yacopis	Acrobat	Cavalcade Of Stars
Roland Young	Actor	Celebrity Time, Ken Murray Show
Henny Youngman	Comedian	This Is Show Business, Texaco Star Theater
Vera Zorina	Dancer	Celebrity Time, This Is Show Business

TO REITERATE

The above listing does not attempt to include any performers who have not been carried in out Talent Showsheets of the past eight months.....also, it does not attempt to list any shows that have not been similarly covered.....unfortunately, lack of space and production facilities prevent our listing the complete file of talent we have at our disposal.....in an early issue we hope to list all dramatic credits that we have. In the meantime, any calls regarding same will be welcomed and handled in our usual courteous manner.

We do hope that this whole issue will prove to be an invaluable guide to all users of talent.

Because of the tremendous amount of work that has gone into it, we reserve the right to make a $5 charge for any individual copies that are ordered. Please advise other members of your office or interested friends of this fact.

The Publisher & Staff

Ross Reports

ON TELEVISION PROGRAMMING

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VOL. 2 NO. 4
SUPPLEMENT A

June 4 - June 10, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(4) - ABC(Ch7) 10-11:15; HIGHLIGHT Roller Derby World Series; from Madision Square Garden; from WJZ-TV to 7 Sta E&MW Nets; second in a series of three telecasts with commentary by Joe Hasel and Ken Nydell; Sponsored by Dodge; Agency - Ruthrauff & Ryan; Director - Marshall Diskin ABC; additional telecast June 8, 10-11:15 pm. Sponsors - Dodge (first ½ hour); Agency - Ruthrauff & Ryan; Blatz Brewing Co. (10:30-11:15); Agency - Kastor, Farrell, Chesley and Clifford; Director - Marshall Diskin ABC.

Mon(5) - NBC(Ch4) 5:30-6pm; CHANGE - Howdy Doody; from WNBT to 27 Sta E&MW Nets; Monday-Friday; MC Bob Smith and puppets perform for a "peanut gallery" of kids; Mars Inc. (thru Leo Burnett) renews 5:45-6pm segments for 13 weeks; Packager - Martin Stone; Producer - Muir NBC Director - Robert Rippen NBC.

Tue(6) - NBC(Ch4) 9:30-10pm; DEBUT - Armstrong Circle Theater; from WNBT to Sta E&MW Nets; Dramatic series with host Nelson Case, features original scripts with name leads, first star Brian Aherne; Sponsor-Armstrong Cork; Agency - BBD&O; Supervisor - Hugh Rogers BBD&O; Producer - Hudson Faussett NBC; Director - Bill Corrigan NBC.

DuM(Ch5) 7-7:30pm; CHANGE - Captain Video;from WABD to 5 Sta E&MW Nets; Monday-Friday; also 7:30-8pm Saturday; juvenile adventure series with Richard Coogan; Sponsor - Walter H Johnson candy for Powerhouse (Monday) adds second segment, Thursday nights, and shifts from Monday to Tuesday night segment; Agency - Franklin Bruck; Supervisor - Stan Lee; Producer - James Caddigan DuM; Director - Larry White DuM.

Wed(7) - NBC(Ch4) 8-8:15pm; DEBUT - Fifteen With Faye; from WNBT to 28 Sta E&MW Nets; by kine to 15 Sta; Faye Emerson interviews; Sponsor - Snow Crop; Agency - Maxon; Supervisor - Preston Pumphrey, Maxon; Packager - Hardie Frieberg.

THIS ISSUE

THIS WEEK"S DEPARTURES

NBC -- Supper Club with Perry Como departs Sunday June 4.
Saturday Night Revue- Jack Carter segment departs June 10, returns September 9.
CBS -- At Home Show departs Wednesday June 7.

LAST WEEK'S TIME CHANGES

WOR -- The Mystery Rider now 6-6:45 Tuesday-Saturday.

LAST WEEK'S ARRIVALS

NBC -- Broadway Open House debuted from WNBT to E&MW Nets; Monday-Friday; variety show with changing cast; music by Milton DeLug Trio; Sponsor - Anchor-Hoching; Agency - Milton Weintraub; Supervisor - Noran Kersta, Weintraub; Director - Joe Cavalier NBC; Producer - Vic McLoed NBC; 11-12midnight.

Cavalcade Of Sports debuted from WNBT to E&MW Nets; 10-10:30pm Friday; film highlights in the world of sports, replaces boxing from the Garden and other East coast arenas; Sponsor - Gillette Safety Razor Company.

ABC -- Q-Ball Championships; returned on WJZ-TV 9-9:30pm Saturday local; billiard matches feature six finalists of weekly inter-city contests; Director-Diskin ABC

WOR -- Bushwick Baseball debuted on WOR-TV local; Wednesday Night games from Dexter Park, B'Klyn; commentary - Stan Lomax; Director - Ralph Giffen WOR.

Bowery Music Hall debuted on Wor-TV local; 8-9pm Thursday; variety show with MC Jack Waller; Producer-Director - Jack Linder; Music - Emerson Buckley WOR.

Outdoor Wrestling From Fort Hamilton Bowl debuted WOR-TV local; 8:45pm-concl. Saturday; weekly sport events with commentary by Tom Moorehead.

PIX -- Stock Car Derby debuted on WPIX local; 9:30 to conclusion, Saturday; auto racing from the Freeport stadium; Commentator - Duke Donaldson; Director - Jack Murphy WPIX.

FUTURES

June 15 At The Mayor's Desk debuts on WPIX local; 8pm every other Thursday; an informal discussion of municipal problems by Mayor O'Dwyer & members of his cabinet.

June 16 Holiday Hotel from WJZ-TV to 9 Sta E&MW Nets; also 32 kinesc: 9-9:30pm Thursdays; comedy variety show takes summer hiatus, returns September 14 at new time-9:30-10pm Thursdays; Sponsor - Packard; Agency - Young&Rubicam; Supervisor - Karl Schullinger Y&R.

June 18 Fred Waring Show from WCBS-TV to 13 Sta E&MW Nets;also 13 kinesc. 9-10pm Sundays; Waring and complete company - orchestra, glee club, soloists take summer hiatus returning September 24; Sponsor - General-Electric; Agency - Young & Rubicam; Producer - Lee Strahorn Y&R; Director -R. Banner

June 19 Lucky Strike Theater from WNBT to 21 Sta E&MW Nets; 9:30-10:30 every other Monday evening; Robert Montgomery's dramatic series based on film properties takes summer hiatus returning August 24; Sponsor - Lucky Strike; Agency - BBD&O; Supervisor - Hugh Rogers BBD&O; Director - Norman Felton NBC Producer - Robert Montgomery NBC.

NEWS DIGEST

Briefs From The Trade And General Press

CBS ANNOUNCES CABLE EXPANSION PLANS - The Columbia Broadcasting System has announced plans to expand its cable and micro-wave facilities to interconnect 44 of its 60 affiliates. The program will be completed by September 30. The cable will be extended south to Jacksonville, Fla., and Birmhingham, Ala., and west to Omaha, Neb. Herbert V. Akerberg, vice-president in charge of station relation for the network, said that the move is part of CBS' expansion plans which will eventually culminate in the "establishment of a national 'live' television network."

FCC WARNS ZENITH ON PHONEVISION - The FCC has warned Zenith Radio that its statements in regard to Phonevision being "just around the corner" and its attempts to get other manufacturers to install Phonevision decoders in their sets may be in violation of the conditions of the special FCC license under which the Phonevision test will be conducted. The Commission said that the Zenith statements about the consumer being able to get Phonevision soon "might interfere with the Commission's ability to decide on the best standards for the system."

NBC-TV RATES UP JULY 1 - The National Broadcasting System has announced that on July 1 a new rate card will go into effect, applying to network time charges for a number of the net's affiliates. Concurrent with the announcement, NBC's director of sales, George H. Frey, said that the new rates are in line with the increase in the number of television homes. Frey said that since November 1, 1949, the last time NBC changed its rates, "television receiver circulation has increased 113.2% and the cost per thousand television homes has decreased by 36.4%. Frey added that from July, 1948 to July, 1950, there has been a 47% decrease in cost per thousand.

ABC RESIGNS FROM NAB - The American Broadcasting Company became the second network to resign from the National Association of Broadcasters when it announced its resignation June 1. CBS resigned from NAB on May 18th. Robert Kintner, president of ABC, said that the move has been under consideration for the past year. Affected are the 5 owned and operated ABC stations: WJZ, WENR, WXYZ, KECA and KGO.

NEW STARCH REPORT ON TV COMMERCIALS RELEASED - The latest Starch report on television commercials shows that brand acceptance by viewers is beginning to stabilize. The leaders in viewing in each category studied and the percentage watching are: Automotive: Texaco-92%; Cigarettes & Tobacco: Chesterfield - 96%; Drugs & Toilet Goods: Gillette - 62%; Food: Lipton - 89%; Household Equipment & Supplies: Admiral - 65%; Miscellaneous: Bulova - 65%. The average percentage for all commercials was 50%. Among the best liked were: Lipton - 40%; Texaco-38%; Old Gold - 37%; Sanka - 34%; Chiquita Banana - 33%; Chesterfield - 28%. Average for all: 16%.

ABC-TV DEMONSTRATES VITAPIX - The American Broadcasting Company has demonstrated its new 16mm off the tube recording process, called "Vitapix", and, according to Today's Advertising, picture quality rivals that of the best 16mm prints. Vitapix is the result of 18 months of developmental work by ABC engineers. New equipment to handle Vitapix has been installed in New York, with Chicago and Hollywood stations at work on the necessary changes in their equipment.

LONG ISLAND EDUCATOR SAYS TV BAD FOR KIDS - Cyrus O. Levenson, principal of the Central School of Long Beach, L.I., declared that television has a "definite effect on early eyesight" robs children of a great deal of physical activity, and is also destroying "the art of home reading and conversation." Levenson called on parents to see that their children are not permitted to watch television indiscriminately.

PROGRAM	NET	TIME	GUESTS
			SATURDAY JUNE 3
Cavalcade Of Stars	DuM	9-10pm	John Garfield, Jane Pickens, The Escoutiers, Paul Winchell & Jerry Mahoney
Floor Show	CBS	7-8pm	Thelma Carpenter, singer
Hollywood Screen Test	ABC	7:30-8pm	Selena Royle, lead; Mary Stewart McDonald, Larry Robbins, Larry Kerr
Jack Carter Show	NBC	8-9pm	Ben Blue, Georgia Gibbs, The Three Dancing Dunhills
The Trap	CBS	9-10pm	The Chocolate Cobweb by Charlotte Armstrong; adapted by David Shaw; with Nancy Franklin, Peter Brandon, Kathleen Comegys, Edith King, Luella Gear, Reginald Mason, Frank Wayne
			SUNDAY JUNE 4
Answer Yes Or No	NBC	10:30-11pm	Jinx Falkenberg, Tex McCrary
Celebrity Time	CBS	10-10:30pm	Lillian Gish, Lt.Gen.Leslie R. Groves
Colgate Theater	NBC	8:30-9pm	I Got What It Takes by Kevin Mullen; with Hy Anzel, John Glendinning, Andree Wallace, Ed Peck
Faye Emerson Show	CBS	10:30-10:45pm	George Gobel, comic
Goodyear-Whiteman Revue	ABC	7-7:30pm	Yvonne Adair, Gail Meredith, singer
Leave It To The Girls	NBC	7-7:30pm	Joe Laurie,Jr, Pat Burrage, model
Philco Playhouse	NBC	9-10pm	Sense & Sensibility by Jane Austen;adapted by Hoffman R.Hays; with Madge Evans, John Baragrey, Cloris Leachman,Chester Stratton
Starlight Theater	CBS	7-7:30pm	The Winner & Champion by Paul Gallico;adapted by Charles Robinson; with Mark Roberts, Virginia Gilmore, Cliff Hall, Treva Frazee, Gene Lyons
Starlit Time	DuM	7-8pm	Allen Prescott
Supper Club	NBC	8-8:30pm	Robert Q. Lewis, guest MC
This Is Show Business	CBS	7:30-8pm	Kay Thompson, Cedric Hardwicke, guest panelists; Jerry Lester, Dorothy Jarnac,dancer
Toast Of The Town	CBS	9-10pm	The Three Suns,instrumentalists-singers; Patti Page,singer; Deep River Boys,Quartet; Pat C.Flick,comic;Iva Kitchell,dancer

PROGRAM	NET	TIME	GUESTS
			MONDAY JUNE 5
Chevrolet Tele-Theater	NBC	8-8:30pm	The Brave Man With A Cord by Peter Strand & Rudolph Bernstein;adapted by Fred Coe; with John Newland, William Post Jr, Mary Patton
Godfrey's Talent Scouts	CBS	8:30-9pm	Diane Dixon, soprano; Vina Barnden, pianist; Bill Andrews,singer; Ethel Burns' Melody-Men, sextette
Lucky Strike Theater	NBC	9:30-10:30	The Champion by Ring Lardner; adapted by Richard Mossison; with Vicki Cummings,Warren Stevens,Richard Kiley, Herbert Rudley, Bill Martel, Brooke Byron,Robert Lieb
Lights Out	NBC	9-9:30pm	The Heart Of Jonathan O'Rourke by A. J. Russell;with Alfreda Wallace, Peter Capell, Bill Windom, James O'Neill
Mohawk Showroom	NBC	7:30-7:45	Alan Dale
OKay Mother	DuM	1-1:30pm	Patricia Bright, singer-comedienne
Popsicle Parade Of Stars	CBS	7:45-8pm	Tony Martin
Silver Theater (on film)	CBS	8-8:30pm	Walt & Lavinia by Edward Barry Roberts; with Don Defore, Diana Lynn
Studio One	CBS	10-11pm	The Taming Of The Shrew by Wm.Shakespeare; adapted by Worthington Miner; with Lisa Kirk,Charlton Heston,Sally Chamberlin,James Gannon,Ernest Graves,Florence Stanley
Vanity Fair	CBS	4:30-5pm	Kay Jamesson,beauty editor, Today's Woman
Voice Of Firestone	NBC	8:30-9pm	Eugene Conley, tenor
Who Said That	NBC	10:30-11pm	Al Capp, Ilka Chase, Georgie Price
			TUESDAY JUNE 6
Armstrong Circle Theater	NBC	9:30-10pm	The Magnificent Gesture by James Garvin; with Brian Aherne, Ronald Dawson,Elizabeth Ross, Helen Seamon, Roland Hoge,Ross Martin, Richard Shankland,Matt Briggs,Margaret Hayes
Cavalcade Of Bands	DuM	9-10pm	Skitch Henderson, Jane Pickens, The Escourtiers, George DeWitt, comic,
Eloise Salutes The Stars	DuM	7:30-7:45	Vera Massey,singer; Selena Royle
Ed Wynn	CBS	9-9:30pm	Frances Langford, Fred Sanborn, comic xylophonist, Dick & Dot Remy,acrobats

PROGRAM	NET	TIME	GUESTS
		TUESDAY JUNE 6	
OKay Mother	DuM	1-1:30pm	Florence Renault Vandevanter
Opera Concert	WOR	8-8:30pm	Astrid Varnay, soprano; Robert Merrill, baritone; Brian Sullivan, tenor
Suspense	CBS	9:30-10pm	Black Bronze by Frederick Brown; adapted by Halsted Welles; with Franchot Tone, Joan Dienar, King Calder
Texaco Star Theater	NBC	8-9pm	Martha Raye, Seven Marvels, acrobats;
Wendy Barrie	NBC	7:30-7:45	Francis L. Sullivan, actor
		WEDNESDAY JUNE 7	
At Home Show	CBS	7:45-8pm	Doretta Morrow, singer
Godfrey & Friends	CBS	8-9pm	Momikai, dancer; Marshall Izen, satirist
Kraft Theater	NBC	9-10pm	The Doctor In Spite Of Himself by Moliere; adapted by Howard Lindsay; with Ullrich Haupt, Robert Chisholm, Flora Campbell, George Englund, Jim Broderick, Philip Gordon
Mohawk Showroom	NBC	7:30-7:45	Clark Dennis
Maggi's Private Wire	CBS	11-11:15pm	Joey Adams, comic; Pat Burrage, model
Stage 13	CBS	9:30-10pm	The Pay-Off by Wells Richardson; adapted by Draper Lewis; with Bobby Nick, Adelaide Klein, Elaine Ward, John Shay, Arthur Jarrett
Vanity Fair	CBS	4:30-5pm	Martita Hunt
		THURSDAY JUNE 8	
Alan Young Show	CBS	9-9:30pm	Martha Tilton, singer
Wendy Barrie Show	NBC	10:45-11pm	Buddy Rogers
		FRIDAY JUNE 9	
Mohawk Showroom	NBC	7:30-7:45	Joe Bushkin, pianist
Play's The Thing	CBS	9-10pm	The Swan by Ferenc Molnar; with George Keane, Grace Kelly, Alfred Ryder, Dennis Hoey, Jane Hoffman, Leopoldine Konstantine, Richard Malek, Frances Ingalls, David Rosen
Twenty Questions	WOR	8:30-9pm	Jack Carson

TELEVISION NEWS COVERAGE

STUDY SHOWS POOR COMMERCIAL SUCCESS, TECHNIQUES STILL EXPERIMENTAL

OUR EXAMINATION OF NETWORK & LOCAL PROGRAMMING INDICATIVE

The state of health of a well-informed public was the object of a recent survey conducted by Ralph Renick, news editor of WTVJ Miami. Using funds contributed by the Kaltenborn Foundation, Renick queried 98 television stations. Of the 71 which replied, some 53 affirmed that they do not have a single staff member assigned exclusively to news stories. Generally, news preparation is the duty of either affiliated AM news personnel or of staff announcers. About half the stations are losing money on news programs and find them less saleable than other types of shows.

CONCLUSIONS - Stations feel that nothing can be done to improve their visual presentation of the news at the present time. However, they are generally not doing a good job of presenting local, national and international news. Since most stations do not consider the value of a good news program to be worth the production cost involved, pictorialization of the news instantaneously or shortly after the event has rarely been locally attempted (ed note: See our WMAR-TV Baltimore study for exception).

Partially as a result of this, television news programs are not enjoying comparable commercial success to their AM counterparts -- for radio news has been ranked as the favorite program-type of the listening majority and is second in total evening commercial time.

PROBLEMS & SOLUTIONS

Newsmen throughout the country, the report states, feel that the high costs of producing newsreels will have to be lowered before TV news can compete with radio news or newspapers. A second consideration is the slowness with which newsreels are being delivered to non-interconnected stations as well by stations doing their own newsreel makeup. Other needs cited are more complete news coverage by film, more visual material used in studio shows, and capable newscasters.

There is no solution to these problems that has met with unanimous approval. Among those advanced -- a new type of motion picture coverage differing from standard newsreels.....development of instantaneous transmission of newsreels to distant points by wirephoto, facsimile or some similar method that would prevent the delays in shipping.....essentially, with regard to local news presentations, development, as in radio, of one personality as a newscaster will give added weight to the program's importance (as contrasted with delivery by assorted staff announcers).

According to the survey, which points out that high costs keep 97% of the stations from developing their own newsreels, the top form of pictorialization is syndicated motion pictures from Telenews, NBC & others as well as staff cameramen and freelance local cameramen, with still photos being supplied by staff or affiliated newspaper photographers. Wire services cannot adequately provide stations with local news coverage, and so 47% of the outlets use their own local reporters and 40% use reporters from affiliated newspapers to gather local news.

SPONSORS -- In a breakdown of sponsored news programs, automobile dealers, appliance dealers, banks and beer companies were most frequent. The majority of programs were unsponsored however. (ed note - our review of NYC Station WPIX, one of the most news-conscious outlets around the country, does not mention that its only consistent sponsor has been Consolidated Edison utility company, while other local sponsors have only come in for brief periods on a participating basis).

METHODS OF PRESENTATION -- Among those methods cited in the WTVJ survey are:

1. News tape - (WTVJ Miami, WDSU-TV New Orleans, WNBQ Chicago, WOR-TV New York, WOW-TV Omaha and WBKB Chicago) - Cost negligible; Success fair.
2. News Briefs with Slides - Cost negligible; Success fair.
3. Syndicated Newsreel - Cost varies (WTVJ pays $150 weekly for nightly Telenews). highly-rated in Miami, sponsor reports good results.
4. Local newsreel & narrator - Cost $4-500 for ½hr weekly; Among top-rated shows.
5. Feature Treatment - Panel or Viewer Quiz - Cost $50 for artwork; Good results.
6. On-the-Spot Coverage - Cost approx $300 in Miami - Favored; top salability.

NEWSPAPER OWNERSHIP INSURES AMBITIOUS COVERAGE - Both the survey and Ross Reports inquiries indicate that newspaper ownership or affiliation has a strong influence upon TV stations' attempts at news coverage, with papers fostering news-consciousness.

EXERPTS FROM THE WTVJ QUESTIONAIRE

a. Types of Sponsors	Stations	%
Automobile Dealer	17	21
Appliance Dealer	10	12
Bank	8	10
Beer Company	8	10
Utility Company	3	4
Miscellaneous	9	11
Sustaining	26	32
TOTAL	81 Programs	= 100%

b. Economic Status	Stations	%
News losing money	21	48
News showing profit	16	36
News breaking even	7	16
TOTAL	44	100%

c. Is TV news as salable as other types of locally-produced programs?

	Stations	%
No	25	56
Yes	20	44
TOTAL	45	100%

d. Improvement Needed	Stations	%
Cost must be lowered	17	39
Faster film coverage	13	30
More complete film cov.	11	25
More studio visual aids	11	25
Talent to present news	5	11
Local On-Spot remotes	4	9
Trained TV News personnel	3	7
Sponsor interest in news	2	5
News - a service features	2	5
TOTAL	44 Stations	= 100%

e. Newspaper Relationship	No.	%
Newspaper Ownership	24	41
No Newspaper Ownership	24	41
Working Agreement	10	17
TOTAL	58 Stations	= 100%

f. Devices Used	Stations	%
Narrator behind desk	48	89
Interviews	33	61
Two camera pickup	33	61
Motion Pictures	32	59
Multiscope, Projectall,etc	31	57
Still photos	26	48
Maps	26	48
Charts & Drawings	22	41
Headline Titles	20	37
One camera pickup	18	33
Wire service machine on set	7	13
Three camera pickup	3	6
Anamatic charts & graphs	1	2
35mm Slides	1	2
Models	1	2
TOTAL	54 Stations	= 100%

g. Narrator's Devices	Stations	%
Reads from copy in hand	25	50
Relies on memory & copy	22	44
Notes near camera	12	24
Adlibs entire show	9	18
Reads copy off-camera	1	2
TOTAL	50 Stations	= 100%

NEWS PRESENTATION BY THE NETWORKS

KEYNOTED BY LACK OF MONEY & UNIVERSAL FORMAT

NBC FEATURES ITS NEWSREEL -- The NBC news staff, now employing 45-50 people, was set up in 1945 and has been entrusted with handling all news sports and remote programs. This staff of writers, cameramen, film cutters, directors newscasters and stenographic help is supplemented by radio personnel and correspondents all over the country and the world. As a pioneer, the network was willing to in vest in a TV staff with its own quarters, film editors and cutters and production peo ple. Network executives feel that, as in early radio, sponsors must be shown that TV news can sell for them, and the network has put its own money in facilities to that effect.

The NBC Newsreel, sponsored weekdays at 6:45pm on 23 Eas and Midwest stations by Camels since February 1948 has the motto: "To cover the news". To fit this completeness to Camel's stipulation: "Today's News Today", NBC has supplemented its cameras with the personality of John Cameron Swayze, who handles the up-to-the minute news flashes that the camera hasn't covered. The network has built Swayze as a newscaster in the belief that people like to look at columnists, much as they like the personal touch of radio and newspaper counterparts. The nightly quarter hour programmed by Camels, therefore, is a melange of filmed newsreel, human interest film clips and narrated news by Swayze and other correspondents over the cable. With clarity and simplicity as an objective, the network feels that charts and drawings clutter up the screen and that the time consumed by the artists would almost allow for film coverage. Exception in the WNBT Weatherman, who illustrates nightly at 6:55pm

In addition to the daily Camel News Caravan, the network edits the daily segments into a weekly half-hour newsreel News Review of the Week, which it airs Sunday evenings and syndicates to non-interconnected stations. The new daytime schedule for WNBT New York provides for a 9:30-9:45am news report by familiar newscaster, Don Goddard, daily...aimed at women. In addition, feature presentation of the news is aimed at in programs like: Watch The World - children's educational program on Sundays; Eleanor Roosevelt's Sunday afternoon discussion; The Armed Forces Hour; American Forum of the Air; Who Said That, and Meet The Press. In all, New York City viewers receive 9 hrs weekly of news and sports from NBC and WNBT.

CBS USES LIVE DELIVERY PLUS TELENEWS FILM

Since July 1948, the CBS-TV news staff has consisted of approximately 20 people: 2 commentators, 4 writers, 3 department heads, 2 film cutters, 1 artist, 1 director, 1 assistant director, 1 film librarian, 3 news editors and secretaries....

News Programs - The network has two daily news features. At 7:30-7:45pm, Doug Edwards reports the news, using stills, film strips, charts and interviews for visual effects. Sponsored by Oldsmobile on Mondays, Wednesdays and Fridays, he's one of the earliest TV news personalities. The Telenews Daily Newsreel is shown nightly before closing - a 10 minute reel that covers national, international and local happenings. These programs are supplemented by Nightcap News reported by Allan Jackson after the nightly Telenews, in the same fashion as that used by Edwards, and by a daily afternoon presentation 3:20-3:30pm Facts & Forecasts, using film and news bulletins read off-camera. Weather is handled with animated spots.....Panel Programs concerned with the news include Capitol Cloakroom, People's Platform, Overseas Press Club and Quincey Howe's In the First Person - all topical interview and discussion programs. CBS tries for a completely TV rather than newspaper approach to the news and is visual conscious - including special animation by the staff artist, stills, balops, maps and props, and TV sets more than just newspaper props.

NETWORK NEWS COVERAGE (Continued)

ABC REVIVES NEWS PROGRAMMING -- The ABC News and Special Events Dept. has approximately 10 men working on both AM and TV. At present the TV operations are limited in scope. Gordon Fraser, who was on during 1949, is slated to return with a Sunday night telecast 7:55-8pm, using film and live, on-camera narration. In addition WJZ-TV has scheduled a 12:25-12:30pm local news broadcast with George Hayes talking over slides and a similar program from 3½-6 minutes before sign-off.

News-Feature programs include --- On Trial, a network Wednesday night current events debate; Author Meets The Critics, panel discussion of a book; Europe Today, narration by Ted Malone over film showing cities mentioned in Crusade In Europe, as they are today. Kieran's Kaleidoscope is a nature series produced on film locally as was Looka Here, a film of New York City life with songs and commentary.

Although it has experimented with a number of types of news presentations, ABC has lacked the manpower and time to to evolve a solution, and therefore has decided to go slow on development. Its philosophy seems to be: it is better to do no job at all than to do a poor one.

DuMONT DOES AN ALL-AROUND JOB

Believing in a well-balanced news presentation, DuMont's news editor & programming department have developed a news schedule that calls for just about every type of presentation. Programs include: Don Russell's Early Morning Camera Headlines 9:30-9:45am weekdays, consisting of news briefs, interviews, film clips, models, and slides - geared to women. At 5:55-6pm, Camera Headlines features Gordon Urquehart in a recap of the days news using stills with voice over both on and off-camera. George Putnam's Headline Clues is a midday game for the ladies - full of news, giveaways, celebrities and gossip. On Wednesday nights, Putnam's Broadway to Hollywood is sponsored by Tydol and concerns itself with entertainment chatter as well as news and specialty features. Putnam is DuMont's news personality. A co-op deal with the NY Herald-Tribune gives WABD a 5 minute program of news and still pictures before and after ball games and before sign-off. The station often inserts one-minute news fillers and often gives audio news over its test pattern.

Panel News Interest Programs include Court of Current Interest and the Newsweek Views The News half-hour, which has done a production job of note. In addition the network has used the weekly Telenews newsreel package and Yesterdays Newsreel.

RANDOM LOCAL STATION SURVEY

WOR-TV New York -- Confined to Telefax; projected newspaper in quarter-hour cycles, with headline pasteups over vari-typed news bulletins and features. 2-6pm and 11:15-12pm Tusdays-Saturdays; 3 editions daily.

WFIL-TV Phila.-- Supplements ABC's programs with its own newsreel and newspaper-type coverage similar to WPIX (next page) and WMAR-TV (see previous issue) and other newspaper affiliates. It is tied up with Phila. Inquirer.

In general, non-newspaper-owned stations who have network affiliations supplement the network's newsreel or news commentary with a brief evening local newscast of a simple nature, plus weather spots that are animated or illustrated. Telenews newsreels and Yesterday's Newsreel as well as Women in the News are popular syndicated features.

NEWTORK NEWS HEADS

ABC - Thomas Velotta; NBC - Frank McCall & Ad Schneider; CBS - Edmund Chester
DuMont - Marion Glick; WOR-TV - Dave Driscoll, Frank Dahm; WPIX - Carl Warren

WPIX STRESSES ITS NEWS COVERAGE

SCHEDULE: Weekdays - 1:15,6:30,11pm TELEPIX NEWSREEL 3,4,5,7,11:05,12pm NEWS ON HOUR
Sundays - 6:30, 12:15am TELEPIX NEWSREEL 7,10:20,12:20am NEWS ON THE HOUR
10:00 TELENEWS weekly newsreel; No TELEPIX NEWSREEL on Saturday

PERSONNEL: Carl Warren - TV & Radio News Ed.
Allen Martin - TV News Director
Ray Barrett - Asst News Director
Henry Ross, Jack Martin - Directors
Don Figlozzi - Artist
John Tillman - Newscaster
Jack McCarthy - Newscaster
Joe Bolton, Guy LeBow - Announcers
Walter Engels - Telepix Director

It's quite natural that WPIX programming should be keynoted by swift and complete news coverage. Its Daily News Syndicate ownership insures that up-to-the-minute news flashes take precedence over the station's film, sports and live programming. And WPIX - which won the Alfred I. DuPont Memorial Award for its news coverage in 1949 - makes no bones about the fact that it is out to scoop all media, including radio, in getting a story before its viewers.

40 NEWS SHOWS A WEEK - Varying from 5 to 10 to 15 minutes in length, some 40 programs are put together weekly by the News broadcast desk under former Pulitzer Prize Winner Carl Warren. Working right in the heart of the Daily News editorial rooms, the staff of about 11 - plus 8 who work on the Telepix Newsreels - now gives WPIX the same service that it has supplied to radio station WNEW for the past 8 years. The program schedule calls for three 5-minute voice over still picture newscasts each afternoon; a major 15-minute newscast by John Tillman at 7pm consisting of live news, interviews, stills and film strips; and two late evening 5-minute periods. A weather report, visually illustrated, is incorporated into every news program.

TELEPIX NEWSREEL - The station originally conceived its Telepix newsreel as one that could be syndicated to other stations, but since 1949 its been streamlined down to a local level only, providing WPIX with newsreels nightly at 6:30 and 11pm, with a repeat at 1:15pm the following day. Since Telepix's four cameramen have access to the Daily News airplane, their news range is about 1000 miles, but the 5-minute newsreels usually confine themselves to local New York City stories. When stories like the South Amboy explosions break on Saturday - when no Telepix is scheduled - the newsreel crew works anyway and places its film on the regular News program.

IMMEDIACY IS THE ESSENCE OF NEWS - Although Television requires some visual supplement to straight news delivery, WPIX, in order to give fast local coverage, is quick to insert a news flash by an announcer at any time. While someday a remote truck may be able to cover fast-breaking news or disaster stories, cost of setting up the microwave relay, time involved, lack of notice and the like minimize the present effectiveness when contrasted with bulletins and stills. The News broadcast desk cites four ways to put news on TV in order of speed:

1. Live, with an announcer reading from a bulletin.
2. Stills, which can be held by the announcer or an assistant, with camera dollying in for closeups as the announcer talks over them.
3. Film strips, which take from 30-45 minutes to prepare into a 35mm strip.
4. Newsreels, which are not nearly fast enough according to WPIX, which categorizes them as "history".

Another method that is used by WPIX and other stations is the projection of ticker tape. WPIX at present uses this only for stock market reports on its 7pm newscast. Interviews are by now a standard form of filling 15 minutes. The station makes every effort to get eyewitness or other pertinent personalities into its studios.

As for competition with its own newspaper owner, station staffers feel that you can always put a newspaper in your pocket to read later, and you can't do that with a television news broadcast.

EDITOR: Gerson Miller
RESEARCH: Nicholas Gordon
RESEARCH: Elliot Alexander

SPECIAL SUPPLEMENT

June 11 - 17, 1950

(Research for June Program Breakdown is consuming more time than we planned. It will be published next week.)

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(11) - ABC(Ch7) 4:30-5pm; DEBUT - A Trip To The Zoo; on WJZ-TV local; remote from the Bronx Zoo with William Bridges as guide & commentator; Sustaining; Packager - Louis Cowan; produced in cooperation with the NY Zoological Society; Director - Gail Compton, Cowan.

NBC(Ch4) 8-8:30pm; DEBUT - So You Want To Lead A Band; from WNBT to E&MW Nets; musical audience participation show with contestants leading the band for prizes; with Sammy Kaye & Band, Peggy Wagner, Jennie Lewis, Dan Dayton & Tony Alamo; Sustaining; Producer-Director - Paul Monroe NBC.

NBC(Ch4) 11-11:15pm; CHANGE - News Review Of The Week; on WNBT local; a filmed account of the week's leading events narrated by Radcliff Hall; picks up sponsor - Castro Decorators for 52 weeks; Agency - Newmark; Director - Martin Hoade NBC.

Mon(12) - DuM(Ch5) 9-11pm; DEBUT - Wrestling From Columbia Park New Jersey; from WABD to E Net; wrestling during the summer months with Dennis James and Sam Laine; Sponsor - Sunset Appliances; Agency - Donahue & Coe; Director - Harry Coyle DuM.

Wed(14) - CBS(Ch2) 7:45-8pm; CHANGE - Three's Company; on WCBS-TV local; adds time segment; also seen 7:45-8pm Thursdays; musical show with Martha Wright & duo pianists Cy Walter & Stan Freeman; replaces At Home Show; Sustaining; Producer - Barry Wood CBS; Director - Hal Gerson CBS.

Thu(15) - PIX(Ch11) 8-8:30pm alt Thursdays; DEBUT - At The Mayor's Desk; on WPIX local; an informal discussion of municipal problems by Mayor O'Dwyer and members of his cabinet; Sustaining.

THIS WEEK'S DEPARTURES

ABC -- Holiday Hotel with Edward Everett Horton takes hiatus June 15, returns Sept 14.
NBC -- Texaco Star Theater with Milton Berle takes hiatus June 13, returns Sept 19.

LAST WEEK'S DEPARTURES

CBS -- At Home Show departed for summer Wednesday June 7; returns August 25.
NBC -- Saturday Night Revue-Jack Carter segment off June 10; hiatus until Sept 9.
Supper Club with Perry Como departed Sunday June 4.

LAST WEEK'S ARRIVALS

CBS -- Alan Dale Show; on WCBS-TV local; 11-11:30pm Fridays; a musical variety show with Alan Dale, Karen Rich & the Sapphires, vocal group; music by Arnold Holop & Orchestra; Sponsor - Winston TV Stores; Agency - Sternfield-Godley; Packager-Producer - Albert Black; Director - Bill Patterson CBS.

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DE

CBS -- We Take Your Word from WCBS-TV to E &MW Nets; 8-8:30pm Fridays; Quiz on word derivations and meanings with John Daly, Tony Marvin & guest panel, with Abe Burrows and Lyman Bryson as regulars; Sustaining; Producer - Gil Fates CBS; Director - Fred Rickey CBS; Supervisor - Werner Michel CBS.

NBC -- Magic Slate from WNBQ Chicago to E&MW Nets; alternating Fridays 8-8:30pm with "Quiz Kids"; started June 2; dramatic show using well-known classics; Sustaining; Producer-Director - Ted Mills WNBQ.

Armstrong Circle Theater from WNBT to E&MW Nets; 9:30-10pm Tuesdays; dramatic series with host Nelson Case; features originals with name leads; Sponsor - Armstorng Cork; Agency - BBD&O; Superviser - Hugh Rogers, BBD&O; Producer - Hudson Faussett NBC; Director - Bill Corrigan NBC.

Cameo Theater from WNBT to E&MW Nets; 8:30-9pm Tuesdays; time change after four programs; Dramatic series employing Arena Theater technique without props and scenery; Sustaining; Producer - Albert McCleery NBC; Lighting - O'Meaia NBC; Music - Chris Kiernan NBC.

Fifteen With Faye from WNBT to 28 Sta E&MW Nets & kine to 15 Sta; 8-8:15pm Wednesdays; Interview program with Faye Emerson, Ken Banghart & guests; Sponsor - Snow Crop Frozen Juices; Agency - Maxon; Supervisor - Preston Pumphrey; Packager - Hardie Frieberg; Director - William Morris.

WOR -- What Is It? local on WOR-TV; 10:45-11pm Fridays or earlier at 7:45-8pm when Dodger Baseball preempts; sports quiz based on drawings by Marvin Stein; with Bob Lackman as MC; Sponsor - Hammer Beverages; Packager - Vinlaw; Producer-Director - Gerald Law.

FUTURES

(a complete picture of the summer hiatus schedule will be published in two weeks. We have listed here - along with other futures - those programs taking their hiatus in June....credits are eliminated here; they appear in our monthly issue next week).

June 18 -- Fred Waring Show starts hiatus after this program; returns Sept 24; Sponsored by General Electric (Y&R) on CBS-TV E&MW Nets to 13 Sta live 13 kine.

June 19 -- Lucky Strike Theater starts hiatus after this program; returns August 24 as a weekly Monday night series at 9:30-10:30pm on NBC-TV E&MW Nets to 21 Stations; Sponsor - Amer. Tobacco; Agency - BBD&O.

June 24 -- Ken Murray Show starts hiatus after this program; returns Sept 30 as a weekly 8-9pm Saturday series on CBS-TV; Sponsor - Budweiser; Agency-D'Arcy.

June 25 -- Aldrich Family starts hiatus after this program; returns Aug 27 as a weekly 7:30-8pm Sunday series to 17 Sta E&MW Nets on NBC-TV; Sponsor - Jell-O; Agency - Y&R.

Celebrity Time starts hiatus after this program; returns Oct 1 as a weekly 10-10:30pm Sunday series to 19 Sta CBS-TV E&MW Nets & 3 kine; Sponsor - B.F. Goodrich; Agency - BBD&O; Packager - World Video.

Colgate Theater starts hiatus after this program; returns Aug 27 as a weekly series from WNBT to 19 Sta E&MW NBC-TV Nets 8:30-9pm Sundays; Sponsor - Colgate-Pal-Peet; Agency - Wm Esty.

June 25 -- Garroway At Large starts hiatus after this program; returns Aug 28 as a weekly series 10-10:30pm Sundays from WNBQ Chicago to 18 Sta E&MW NBC-TV Nets; Sponsor - Congoleum; Agency - McCann-Erickson.

This Is Show Business starts hiatus after this program; returns August 27 as a weekly series 7:30-8pm Sundays on CBS-TV to 19 Sta live 32 kine; Sponsor - Amer. Tobacco; Agency - BBD&O.

(See our Hiatus Schedule in issue two weeks from now for remaining programs.....)

July 3 -- Meet Corliss Archer debuts on CBS-TV 9:30-10pm Mondays; Sponsor - Philip Morris; Agency - Biow; cast not set; Packager - James Saphier. Summer replacement for The Goldbergs.

July 4 -- The Web debuts on CBS-TV 9:30-10pm Tuesdays; dramatic series; Sponsor - Embassy Cigarettes; Agency - Geyer, Newell & Ganger; Packager - Todman & Goodson; Summer replacement for Suspense.

July 29 -- One Man's Family (departed last week) returns on NBC-TV 8:30-9pm Wednesdays; Sponsor - Sweetheart Soap; Agency - Duane Jones; Packager - Carlton E. Morse.

NEWS DIGEST

Briefs from the Trade & General Press

NEW MUSIC ON FILM PROPOSAL -- The networks and larger packagers have indicated that they are opposed to the 5% gross revenue arrangement that James C. Petrillo, president of the AFM, has signed with four independent West Coast producers. The 5% is paid to a musicians trust fund which will be administered by the same trustee who serves in that capacity for the recording musicians fund. The networks desire a flat production scale for musical films made for TV only, another for films made for movie theaters and TV usage, and a third for a single showing of a musical film on television. Musicians are paid by the independent producers $39.90 per three-hour session (the movie scale) according to the AFM agreement, but their films can be shown only on TV. (Radio Daily).

COMEDIANS INTO TELEVISION - Bob Hope, who was dropped by Lever Brothers on June 6, signed a long-term Radio & TV contract with NBC last week. He'll be sponsored on radio at his old time spot by Chesterfield Cigarettes and an automobile sponsor is reportedly dickering for a television show.....last week, Groucho Marx was signed to a similar pact by NBC.....CBS has announced that it is making a TVR (television recording) of the Burns and Allen radio show; that Bing Crosby and Edgar Bergen have been lined up for TV; that Jack Benny will probably be sponsored by Lucky Strike on television in the Fall.....in addition, Amos & Andy are reportedly casting for a television series in the Fall. (Variety).

RATING SERVICES MAKE NEWS -- Pulse has announced that it is extending its rating service to Richmond (radio), St. Louis & Columbus (both TV). The additions will give Dr. Sidney Roslow and staff a total of 11 TV markets to research.....meanwhile, Hooper has released a top-15 rating for TV programs in the Los Angeles area. Based on TV home ownership exclusively, the ratings show Texaco Star Theater followed by: Western Varieties, Hopalong Cassidy, Film Movies, and the Lone Ranger (all film). The Alan Young Show rates 8th; Ed Wynn is not mentioned.

PROGRAM	NET	TIME	GUESTS
			SATURDAY JUNE 10
Cavalcade Of Stars	DuM	9-10pm	Kitty Kallen, singer; Larry Storch, comic; Stan Fisher, harmonica; Bob Hammond's Birds
Floor Show	CBS	7:30-8pm	Buddy Rich, drummer; Rosemary Clooney, singer; Lewis Nye, comic; Teddy Dale, dancer
Hollywood Screen Test	ABC	7:30-8pm	Gloria Jean, lead; Helen Donaldson, Russell Dennis, tests; Dimitri Tiomkin, composer
Jack Carter Show	NBC	8-9pm	Diana Lynn, Bill Callahan, dancer
Ken Murray Show	CBS	8-9pm	Robert Sterling, Bonita Granville, Jimmy Wakely, singer; Clark Dennis, singer
The Trap	CBS	9-10pm	The Man They Acquitted by Edward Percy & Reginald Denham; adpated by Reginald Denham & Mary Orr; with Torin Thatcher, Joan Gray, Stanley Lemin, Riza Royce
			SUNDAY JUNE 11
Answer Yes Or No	NBC	10:30-11pm	Phil Baker, Dorothy Kilgallen
Celebrity Time	CBS	10-10:30pm	Fannie Hurst, Dizzy Dean
Colgate Theater	NBC	8:30-9pm	The Hotel Of The Three Kings by Margaret Wilder & George C.Cecala; with Elwyn Harvey, Sara Anderson, William Beach, Mildred Clinton, Michael Alexander
Faye Emerson Show	CBS	10:30-10:45pm	Robert Q. Lewis
Goodyear-Whiteman Revue	ABC	7-7:30pm	Joan Diener, singer
Leave It To The Girls	NBC	7-7:30pm	Bill Slater, guest MC; John McLain, columnist
Philco Playhouse	NBC	9-10pm	The Bump On Brannigan's Head by Myles Connolly; adapted by David Shaw; with Pat O'Malley, Vinton Hayworth, Leona Powers, Dean Harens, Ruth McDevitt, Ralph Riggs
Starlight Theater	CBS	7-7:30pm	Verna by Paul Gallico; adapted by Joseph Hayes; with Don Matthews, Bernie Kates, Gene Barry, Dulcie Jordan, Eileen Palmer
Starlit Time	DuM	7-8pm	Allen Prescott, Arthur Johnson, singer
This Is Show Business	CBS	7:30-8pm	Arlene Francis, Boris Karloff, guest panelists; Jane Froman, singer; Pat Henning, comic

PROGRAM	NET	TIME	GUESTS
			SUNDAY JUNE 11
Toast Of The Town	CBS	8-9pm	Mindy Carson, Dick Contino, accordian; DeMattiazzis, novelty act; Helen Haig's Chimps; The Three Suns, trio
			MONDAY JUNE 12
Chevrolet Tele-Theater	NBC	8-8:30pm	The Way I Feel by Jeff Brown; adapted by William Kendall Clarke; with Ellen Cobb Hill, Biff McGuire, Edith King, Ben Lackland, Bill Story
Godfrey's Talent Scouts	CBS	8:30-9pm	Dorothy Staiger, soprano; Lasse Ojala, trumpet; Evelyn Price, singer; Diamondaires, vocal quartet
Easy Does It	NBC	6:30-6:55	Skitch Henderson
Lights Out	NBC	9-9:30pm	The Determined Lady by Harry Muheim; with Ethel Griffies, Donald Foster, Ernest Rowan, Gene Blakely, Lee Nugent, Fred Barron,
Mohawk Showroom	NBC	7:30-7:45pm	Maxine Sullivan, singer
OKay Mother	DuM	1-1:30pm	Evelyn Wyckoff, singer
Popsicle Parade Of Stars	CBS	7:45-8pm	Borrah Minevitch & his Harmonica Rascals
Silver Theater (on film)	CBS	8-8:30pm	Double Feature by Irene Winston; with Don Defore, Diana Lynn
Studio One	CBS	10-11pm	Zone Four by James Fielder Cook; adapted by Worthington Miner; with Mary Sinclair, Judson Laire, Leslie Nielsen, Conrad Bain, Eileen Heckert, James Goodwin, James Nolan
Vanity Fair	CBS	4:30-5pm	Alan Lomax, folk singer
Voice Of Firestone	NBC	8:30-9pm	Nadine Connor, soprano
Who Said That	NBC	10:30-11pm	Paul Lukas, Robert Ruark, Senator Margaret Chase Smith
Broadway Open House	NBC	11-12midnight	Jerry Lester, guest MC
			TUESDAY JUNE 13
Armstrong Circle Theater	NBC	9:30-10pm	The Jackpot by Cameron Hawley; adapted by Ira Avery; with Stuart Erwin, Alexander Campbell, Jason Johnson, Ann Summers, George Haggerty, Lionel Wilson

PROGRAM	NET	TIME	GUESTS
TUESDAY JUNE 13			
Cavalcade Of Bands	DuM	9-10pm	Louis Prima, Golden Gate Quartet, Herkie Styles, comic; Shiela Bond, dancer
Eloise Salutes The Stars	DuM	7:30-7:45pm	Dimitri Tiomkin, composer
Ed Wynn	CBS	9-9:30pm	Billie Burke, Gil Lamb, dancer
Gobo's Circus	NBC	6-6:30pm	Marjorie Tom & Golden Rythm, horse act
Suspense	CBS	9:30-10pm	I'm No Hero by Henry Kane; adapted by Charles Robinson; with Hume Cronyn, Mark Roberts, Charlotte Keane, Jean Carson
Texaco Star Theater	NBC	8-9pm	Dean Martin and Jerry Lewis
Wendy Barrie	NBC	7:30-7:45pm	Del Casino, singer
WEDNESDAY JUNE 14			
Dinner At Sardi's	WOR	7:30-8pm	James Farley
Kraft Theater	NBC	9-10pm	Good Housekeeping by William McCleery; adapted by Howard Lindsay; with Nelson Olmsted, Anne Francis, Arthur Walsh, Valerie Cossart, Jack Arthur
Mohawk Showroom	NBC	7:30-7:45pm	John Conte
Stage 13	CBS	9:30-10pm	You Have Been Warned by Wyllis Cooper;with James Monks, Joan Lazer, King Calder, Mimi Strongin, Jane White, Toby Summers
Broadway Open House	NBC	11-12midnight	Jerry Lester, guest MC
THURSDAY JUNE 15			
Alan Young Show	CBS	9-9:30pm	Ginny Simms, William Frawley, actor
Broadway Open House	NBC	11-12midnight	Eddie Albert, guest MC
Wendy Barrie	NBC	10:45-11pm	Lucille Ball, Desi Arnez
FRIDAY JUNE 16			
Ford Theater	CBS	9-10pm	The Importance Of Being Ernest by Oscar Wilde; adapted by Max Wilk; with Meg Mundy, Scott McKay, Lucille Watson, Chester Stratton, Mary K.Wells, Pamela Simpson
The Clock	NBC	9:30-10pm	The Caller by Meyer Liben;adapted by Stephen DeBaun;with Dan Morgan,Kurt Katch, Brook Byron, Arthur Hanson,Pitt Herbert

Guests On TV — TALENT SHOWSHEET — June 17 - 23, 1950

PROGRAM	NET	TIME	GUESTS
SATURDAY JUNE 17			
Cavalcade Of Stars	DuM	9-10pm	Jackie Miles,comic; Vivian Blaine, singer; Carlos Ramirez, baritone
Floor Show	CBS	7:30-8pm	Beryl Richards, singer; Lewis Nye, comic; Teddy Hale, dancer
Hollywood Screen Test	ABC	7:30-8pm	Donald Curtis, lead; Judith Braun, Maurine Zollman, tests; Carol Stevens, singer
The Trap	CBS	9-10pm	Three Blind Mice by Agatha Christie; adapted by Mel Goldberg; with Don Hammer, John Newland,Augustin Dabney, Howard Wierum, Brooks West, Joseph Wiseman,Bertha Belmore
SUNDAY JUNE 18			
Answer Yes Or No	NBC	10:30-11pm	Shirley Booth, Sidney Blackmer, Gypsey Rose Lee
Celebrity Time	CBS	10-10:30pm	William Gaxton, comedian; Helen Jepson, soprano
Colgate Theater	NBC	8:30-9pm	Hands Of The Enemy by Richard Booth & John Colford; adapted by Jack Bentkover; with Alfreda Wallace, Kem Dibbs, Walter Kohler, Richard McMurray, Eddie Hyans,Alfred Hesse
Faye Emerson Show	CBS	10:30-10:45pm	Edie & Rack, piano team
Goodyear-Whiteman Revue	ABC	7-7:30pm	Martha Wright, singer; Harrison & Kay, dancers
Leave It To The Girls	NBC	7-7:30pm	Joshua Shelley,actor; Anne Russell
Philco Playhouse	NBC	9-10pm	Anything Can Happen by George & Helen Papashvily; adapted by William Kendall Clarke; with Joseph Buloff, Catherine Lynn, Adio Kuzinetsoff, Nicholas Saunders
Say It With Acting	NBC	6:30-7pm	Gagwriters Institute vs. Cole Bros. Circus
Starlight Theater	CBS	7-7:30pm	The Witch Of Woonsapucket by Paul Gallico; adapted by Joseph Hayes; with Mary Malone, Conrad Janis, Robin Craven, Reese Taylor, Joseph Sweeney, Allan Stevenson
Starlit Time	DuM	7-8pm	Vincent Edwards, actor
This Is Show Business	CBS	7:30-8pm	Eve Arden, Garry Moore, guest panelists; Robert Merrill,baritone; Peter Donald,comic, Kitty Kallen, singer

PROGRAM	NET	TIME	GUESTS
			SUNDAY JUNE 18
Toast Of The Town	CBS	8-9pm	Paul Winchell & Jerry Mahoney; Ben Hogan, golfer; Bill Brinley Model Circus; Jim Wong Troupe, acrobats; Claire Hogan, singer
Think Fast	ABC	8-8:30pm	Gypsy Rose Lee
			MONDAY JUNE 19
Chevrolet Tele-Theater	NBC	8-8:30pm	The Fisherman by Jonathan Tree; with Daniel Reed, Betty Caulfield, Dort Clark, Dennis Hoey, Jean Barry, Helene Falvey
Godfrey's Talent Scouts	CBS	8:30-9pm	Robert Reidel, baritone; Mauny Twins, duo-pianists; Mildred Hill, soprano; Buddy Boylan & Muriel King, singers
Lucky Strike Theater	NBC	9:30-10:30pm	The Citadel by A.J.Cronin; adapted by Richard Morrison; with Robert Montgomery, Angela Lansbury, Alexander Clark, Claude Horton, Jean Cameron, Patsy Ann Bruder
Lights Out	NBC	9-9:30pm	A Child Is Crying by John MacDonald; adapted by Ernest Kinoy; with David Cole, Frank Thomas Sr, Leslie Nielsen, Martin Brandt, Mary Stewart MacDonald
Mohawk Showroom	NBC	7:30-7:45pm	Russ Emery, singer; Jack Eigen, disc jockey
Popsicle Parade Of Stars	CBS	7:45-8pm	Borrah Minevitch & his Harmonica Rascals
Silver Theater (on film)	CBS	8-8:30pm	Bad Guy by Felix Jackson; with Barbara Lawrence, Lee Bowman, Joan Archer, Pierre Watkins
Studio One	CBS	10-11pm	There Was A Crooked Man by Kelly Roos; adapted by Charles Monroe; with Robert Sterling, Charles Korvin, Butch Cavell, Virginia Gilmore, Richard Purdy, Harry Cook
Voice Of Firestone	NBC	8:30-9pm	Christopher Lynch, tenor
Who Said That	NBC	10:30-11pm	Quentin Reynolds, Henry Morgan, comic
			TUESDAY JUNE 20
Armstrong Circle Theater	NBC	9:30-10pm	Only This Night by Ira Avery; with Nina Foch, Donald Curtis, Kathleen Comegys, Dick Hamilton, John Lusardi, Ken Donnelly
Cavalcade Of Bands	DuM	9-10pm	Dick Jurgens, Monica Lewis, singer; Red Buttons, comic

TALENT SHOWSHEET (Continued)

PROGRAM	NET	TIME	GUESTS
		TUESDAY JUNE 20	
Eloise Salutes The Stars	DuM	7:30-7:45pm	Art Ford, Betty Furness
Ed Wynn	CBS	9-9:30pm	Mitzi Green, singer; Frank Fontaine, mimic
OKay Mother	DuM	1-1:30pm	Betty Jane Watson, singer
Suspense	CBS	9:30-10pm	I'm No Hero by Henry Kane; adapted by Charles Robinson; with Hume Cronyn, Mark Roberts, Charlotte Keane, Jean Carson
Wendy Barrie Show	NBC	7:30-7:45pm	Joan Brooks, singer
		WEDNESDAY JUNE 21	
Godfrey & Friends	CBS	8-9pm	Buddy Lester, comic; Florian Zabach, violin
Kraft Theater	NBC	9-10pm	Noah by Andre Abey; adapted by Larry Goldwasser; with Vaughan Taylor, Doris Rich, Stewart Bradley, Charles Nolte, Gene Puglesey, William Allyn, Jean Pearson
OKay Mother	DuM	1-1:30pm	Maggie Fisher, radio producer
Maggi's Private Wire	CBS	11-11:15pm	Dennis James, guest MC; Betty Betz, writer
Mohawk Showroom	NBC	7:30-7:45pm	Jerry Wayne, singer
Stage 13	CBS	9:30-10pm	You Have Been Warned by Wyllis Cooper; with James Monks, Joan Lazor, King Calder, Mimi Strongin, Jane White, Toby Summers
		THURSDAY JUNE 22	
Alan Young Show	CBS	9-9:30pm	Ella Logan, singer
OKay Mother	DuM	1-1:30pm	Peg Hillias, actress
Wendy Barrie Show	NBC	10:45-11pm	Paul Lukas
		FRIDAY JUNE 23	
Mohawk Showroom	NBC	7:30-7:45pm	Johnny Desmond, singer
Play's The Thing	CBS	9-10pm	The Good Companion by J.B.Priestly;adapted by Alvin Sapinsley; with Edith Atwater, Nancy Franklin, James Noble, John McQuade, John McGovern, Sally Gracie, Cliff Hall
Twenty Questions	WOR	8:30-9pm	Irene Castle
We Take Your Word	CBS	8-8:30pm	Harriet Van Horne, columnist

Ross Reports

ON TELEVISION PROGRAMMING

EDITOR: Gerson Miller
RESEARCH: Nicholas Gordon
RESEARCH: Elliot Alexander

VOL. 2 NO. 4
SUPPLEMENT B

JUNE 25 - JULY 1, 1950

THIS WEEK -- DEBUTS, HIGHLIGHTS, CHANGES

Sun(25) - CBS(Ch2) 9:15-9:30pm; HIGHLIGHT - Speech By President Truman; from WCBS-TV to E&MW Nets; film of dedication speech at Friendship Airport, Baltimore, Md, given by President Truman on June 24; Supervisor - Robert L. Bendick CBS.

Mon(26) - CBS(Ch2) 7-7:30pm; DEBUT - Garry Moore Show; from WCBS-TV to E&MW Nets; Monday through Friday; simulcast starting July 3; informal comedy-variety show with MC Garry Moore, tenor Ken Carson, Howard Smith Quartet, announcer Durward Kirby & guests;Sustaining; Producer - Herbert Sanford CBS; Dir- Ken Redford CBS.

NBC(Ch4) 9:30-10:30pm; DEBUT - Lewisohn Stadium Concerts; from WNBT to E&MW Nets; telecasts of outdoor summer concert series by NY Philharmonic-Symphony Orchestra; Sustaining; Producer - William Garden NBC; Director - Don Hillman NBC

NBC(Ch4) 11pm-12midnight; CHANGE - Broadway Open House;from WNBT to E&MW Nets; Monday through Friday; Morey Amsterdam becomes regular MC on Mondays & Wednesdays; Jerry Lester MC on Tuesdays Thursdays & Fridays with singers Jane Harvey & David Street

WOR(Ch9) 7:30-10:30pm; DEBUT - Ford Movie Night; on WOR-TV local; full evening of films; 7:30pm comedy short; 7:45pm western feature; 8:45pm feature film; 10:15-10:30pm Top Views In Sports; Sponsor - Ford Dealers; Agency - J. Walter Thompson; starting this date WOR-TV changes schedule to Monday-Saturday.

- more -

THIS ISSUE

*NEXT WEEK - Network Personnel Listing

Tue(27) - NBC(Ch4) 7:30-7:45pm; DEBUT - The Little Show; from WNBT to E&MW Nets; Tuesday & Thursday; MC John Conte and guest variety acts; Sponsor - Van Camp's Foods; Agency - Calkins & Holden, Carlock, McClinton & Smith; Producer - Lindsay McHarrie, Calkins; Director - Gary Simpson NBC.

WOR(Ch9) 7:30-8pm; DEBUT - Western Playhouse; on WOR-TV local; series of western adventure films; Sustaining.

PIX(Ch11) 7:30-8pm; DEBUT - They Live In Brooklyn; on WPIX local; situation-comedy series dealing with two Italian families; with Aristidi Sigismondi, Dolores Badaloni, Dino Terranova & others; Sustaining; Packager-Writer - Nicholas Cosentino; Producer - Director - Bud Gammon PIX.

Wed(28) - CBS(Ch2) 10-10:45pm; HIGHLIGHT - That They May Help Themselves; from WCBS-TV to E&MW Nets; special program with Trygve Lie, CBS correspondent Larry Lesueur & others on the UN Technical Assistance Conference to aid under-developed areas of the world; Producer - Robert Bendick CBS; Director - Alex Leftwich CBS.

WOR(Ch9) 8:30-8:45pm; DEBUT - Tiny Fairbanks Show; on WOR-TV local; songs, patter & live commercials by singer and food broker Tiny Fairbanks; Participations - Strongheart Dog Food, Island Tapioca, Boy-O-Boy Chocolate Syrup; Director - Roger Bower WOR.

Fri(30) - WOR(Ch9) 8pm to conclusion; DEBUT - Silver Screen Playhouse; on WOR-TV local; film series with American motion pictures of the past 20 years; Sustaining; summer replacement for "Twenty Questions".

THIS WEEK'S TIME CHANGES

ABC -- The Home Gardener now 10:30-11pm Fridays.
CBS -- Faye Emerson Show now 9-9:15pm Sundays.
NBC -- Watch The World now 4:30-5pm Sundays.
Quick On The Draw now 10:30-11pm Thursdays.
WOR -- Bobby Benson & The Bar B Riders now 7:30-8pm Fridays.

THIS WEEK'S DEPARTURES

CBS -- Overseas Press Club departs Sunday June 25.

LAST WEEK'S DEPARTURES

CBS -- Kirby Stone Quintet departed Friday June 23.
Paul Arnold Show departed Friday June 23
NBC -- Cafe Continental departed Thursday June 22.

LAST WEEK'S ARRIVALS

ABC -- Mrs. America debuted on WJZ-TV local; 1-1:30pm Saturdays; New York City eliminations for the Mrs. America contest; Participations - Chambers Ranges, Wonder Bread, American Limoges, Palisades Park, House Of Tre-Jur, Hoyt Co; Packager - World Video; Producer-Casting - Sid Stern WV.

LAST WEEK'S ARRIVALS (Continued)

ABC -- Soap Box Theater debuted from WJZ-TV to E&MW Nets; 9:30-10pm Saturdays; on film; kine at KECA-TV Hollywood; children's variety show; Sustaining.

NBC -- Hawkins Falls, Pop. 6,200 debuted from WNBQ to E&MW Nets; 8-9pm Saturdays; dramatic program dealing with small town life; Sustaining; Producer - Ben Park WNBQ; Writer - Doug Johnson WNBQ; summer replacement for "Jack Carter Show."

WOR -- What's Offered? debuted on WOR-TV local; 8-8:30pm Wednesdays; studio audience & home viewers bid for merchandise using coupons received at TV Premium Stores; with MC Red Benson; Sponsor - TV Premium Plan; Agency-Packager - Vinlaw; Producer - Gerald Law, Vinlaw.

PIX -- Wrestling From Twin City Bowl debuted on WPIX local; 9-11pm Wednesdays; professional bouts from the Elizabeth, N.J., arena with sportscaster Jack McCarthy; Sustaining.

FUTURES

July 2 Comedy Theater debuts on WCBS-TV to E&MW Nets; 9:15-9:45pm Sundays; comedy series; Sustaining; Packager - World Video; Producer-Casting - Donald Davis WV; Director - David Pressman WV; Waring summer replacement.

July 2 World Briefing debuts from WCBS-TV to E&MW Nets; 5-5:30pm Sundays; 9 week series with Quincy Howe as moderator & high officials of the State Department outlining US foreign policy; Sustaining; Producer - Ralph Backlund CBS; replaces "Overseas Press Club."

July 3 Meet Corliss Archer debuts from WCBS-TV to E&MW Nets; 9:30-10pm Mondays; family situation comedy series; Sustaining; Packager - James Saphier; Producer-Director - Donald Richardson CBS; "The Goldbergs" summer replacement.

July 4 Change - Sure As Fate (formerly "The Trap") from WCBS-TV to E&MW Nets; changes time and day to 8-9pm Tuesdays.

July 4 The Web debuts from WCBS-TV to E&MW Nets; 9:30-10pm Tuesdays; dramatic series; Sponsor - Embassy Cigarettes; Agency - Geyer, Newell & Ganger; Packager - Goodson-Todman; Producer-Director - Franklin Heller CBS.

July 4 Lights, Camera, Action debuts from WNBT to E&MW Nets; 9-9:30pm Tuesdays; on film; kine at KNBH Hollywood; talent show with MC Walter Wolfe King; Sustaining; "Fireside Theater" summer replacement.

July 5 The Stork Club debuts from WCBS-TV to E&MW Nets; 7:45-8pm Wednesday & Fridays; comedy-variety show telecast from the Stork Club with Peter Lind Hayes, Mary Healy, Sherman Billingsley, duo-pianists Cy Walters & Stan Freeman, guest celebrities & variety acts; Sustaining; Producer - Irving Mansfield CBS; Director - Fred Rickey CBS.

July 5 The Magnificent Menasha debuts from WNBT to E&MW Nets; 8:30-9pm Wednesday; situation comedy starring Menasha Skulnik; Sustaining; Packager-Producer-Martin Goodman; Writers - Matt Brooks & Louis Quinn; Casting - M.Begley

July 6 Party Time At Arthur Murray's debuts from WJZ-TV to 20 sta E&MW Nets; 9-9:30pm Thursdays; musical-variety show with MC Kathryn Murray; Sponsor - Arthur Murray Dance Studios; Agency-Huber Hoge; Prod-Dir-Cast-Perry Lafferty.

PROGRAM	NET	TIME	GUESTS
			SATURDAY JUNE 24
Cavalcade Of Stars	DuM	9-10pm	Beatrice Kaye, singer; Evelyn Farney & Her Morrison Dancers; Anna Maria Alherghetti, soprano; Leonard Sues, pianist; Wally Brown, comic
Floor Show	CBS	7:30-8pm	Rosemary Clooney, singer; Joe Bushkin, pianc
Hollywood Screen Test	ABC	7:30-8pm	Charles Korvin, lead; Anne Marno, Richard Wigginton, tests; Del Casino, singer
Ken Murray Show	CBS	8-9pm	Lucille Ball, Desi Arnez, Guy Kibbee, The Marvellos, novelty act
The Trap	CBS	9-10pm	The Dark Corner by Marie Blizard; adapted by Joal Hunt; with Frieda Altman, Warren Stevens, Mary MacLeod, Elliott Sullivan, Richard Carlyle, Elsie May Gordon
			SUNDAY JUNE 25
Answer Yes Or No	NBC	10:30-11pm	John K.M. McCaffrey, Dorothy Stickney, Hiram Sherman, comic; Luella Gear, actress
Celebrity Time	CBS	10-10:30pm	Ilona Massey, actress; Paul Winchell & Jerry Mahoney
Colgate Theater (on film)	NBC	8:30-9pm	Satan's Waitin' by Joel Malone; with Jeanne Cagney, Pierre Watkins, Rand Brooke Harry Lauter
Faye Emerson Show	CBS	9-9:15pm	Morey Amsterdam
Goodyear-Whiteman Revue	ABC	7-7:30pm	Georgia Gibbs, Tony Romano & Johnny Bradford, song writers
Leave It To The Girls	NBC	7-7:30pm	Frank Coniff, columnist; Harriet Van Horne
Philco Playhouse	NBC	9-10pm	Hear My Heart Speak by Charlotte Paul; adapted by Stephen DeBaun; with Charlton Heston, Olive Deering, Jane Seymour, Eller Cobb-Hill, Frank Maxwell, John Seymour
Say It With Acting	NBC	6:30-7pm	Gagwriters Institute vs. Paper Mill Playhouse
Starlight Theater	CBS	7-7:30pm	Afternoon Of A Faun by Edna Ferber; adapted by Halsted Welles; with Donald Buka, Cliff Hall, Bethel Leslie, Sally Gracie, Cara Williams, Lillie Skala
This Is Show Business	CBS	7:30-8pm	Max Gordon, Binnie Barnes, guest panelists; Jane Pickens, singer; Jan Murray, comic

PROGRAM	NET	TIME	GUESTS
			SUNDAY JUNE 25
Toast Of The Town	CBS	8-9pm	Mimi Benzell, soprano; Sunny Howard,mimic The Szoneys,dancers; The Rigoletto Bros, acrobats; Harold King, roller skater
			MONDAY JUNE 26
Broadway Open House	NBC	11-12midnight	Morey Amsterdam, MC; The Three Flames, instrumentalists; Francie Lane, singer; Andy Roberts, singer
Chevrolet Tele-Theater	NBC	8-8:30pm	The Veranda by Alexander Kirkland; with Hiram Sherman, Nydia Westman,Jonathan Harris, Leslie Nielsen, Victor Sutherland Dulcey Jordan, Charlotte Keane
Godfrey's Talent Scouts	CBS	8:30-9pm	Fay DeWitt,comic; Joya Sherrill, singer; Charles Davis,baritone; Frontier Four, singers & instrumentalists
Lights Out	NBC	9-9:30pm	Encore by Douglass Parkhirst;with Don Hamner, Adelaide Klein, Reginald Mason, Denise Alexander, Heywood Hale Broun
Mohawk Showroom	NBC	7:30-7:45pm	A.P. Hall, singer-pianist
OKay Mother	DuM	1-1:30pm	Selena Royle, actress
Popsicle Parade Of Stars	CBS	7:45-8pm	Margaret Whiting, singer; Buddy Pepper, piano; Joe Laurel, comic
Silver Theater (on film)	CBS	8-8:30pm	My Heart's In The Highlands by William Saroyan; adapted by George Panetta; with Howard daSilva, Byron Folger, Tommy Pihl, Art Smith, Adeline Reynolds
Studio One	CBS	10-11pm	My Granny Van by George Sessions Perry; adapted by Loren Disney; with Mildred Natwick, Dean Harens, Sally Chamberlin, Theodore Newton, E.G.Marshall
Voice Of Firestone	NBC	8:30-9pm	Eleanor Steber, soprano
Who Said That	NBC	10:30-11pm	Gertrude Niesen, Al Capp, Robert Ruark
			TUESDAY JUNE 27
Armstrong Circle Theater	NBC	9:30-10pm	The Chair by Elaine Ryan; with Lucille Watson,Vaughn Taylor, Wells Richardson, John Boruff,Frank Daren,Richard Case, Clifford Sales, Robert Drew, Ralph Riggs

PROGRAM	NET	TIME	GUESTS
TUESDAY JUNE 27			
Broadway Open House	NBC	11-12midnight	Jerry Lester,MC; Jane Harvey,singer, David Street, singer; Bingo, chimpanzee
Cavalcade Of Bands	DuM	9-10pm	Art Mooney, Irene Stevens, singer
Eloise Salutes The Stars	DuM	7:30-7:45pm	Barney Ross
Ed Wynn	CBS	9-9:30pm	Dinah Shore, Ben Wrigley, comic
Little Show	NBC	7:30-7:45pm	Roberta Quinlan
OKay Mother	DuM	1-1:30pm	Mrs. James Braddock
Suspense	CBS	9:30-10pm	Wisteria Cottage by Robert Coates;adapted by Charles Robinson; with Conrad Janis, Marjorie Gateson
Vanity Fair	CBS	4:30-5pm	Keith Andes, baritone
WEDNESDAY JUNE 28			
Cameo Theater	NBC	8:30-9pm	A Daughter To Think About by William Saroyan; adapted by Ethel Frank; with Tod Andrews, Ruth Ford, Nelson Olmsted,Joanna Douglas, Doug Rutherford
Dinner At Sardi's	WOR	7:30-8pm	Anne Jeffreys, actress
Kraft Theater	NBC	9-10pm	The Wind Is Ninety by Ralph Nelson; adapted by Howard Lindsay; with George Reeves, Nancy Coleman, Kathleen Comegys; Seth Arnold, Harry Townes
Mohawk Showroom	NBC	7:30-7:45pm	Magid Triplets, dancers
Stage 13	CBS	9:30-10pm	No More Wishes by Wyllis Cooper; with Donald Briggs, Lucille Patton, Philip Sterling
THURSDAY JUNE 29			
Alan Young Show	CBS	9-9:30pm	June Christy,singer; Hope Emerson,actress
Little Show	NBC	7:30-7:45pm	Betty Brewer, singer
Vanity Fair	CBS	4:30-5pm	Kurt Kaszner, actor
FRIDAY JUNE 30			
Ford Theater	CBS	9-10pm	On Borrowed Time by Paul Osborn;adapted by Nancy Moore; with Henry Hull, Butch Cavell, Stanley Ridges, Kathryn Grill

NEW HIGH OF 293 REGULARLY-SCHEDULED PROGRAMS

ON SIX NYC TELEVISION STATIONS WEEKLY AT END OF MAY

Of These, Network Programs Total 152; 141 are Sponsored (Pre-Hiatus)

Greatest Increase in Daytime, Comedy, Dramatic, Kid, Film

At least 40 Shows take Summer off

Six New York City Television Stations were scheduling a new high total of 293 programs each week at the end of May - just prior to the summer hiatus - according to an analysis of our June Monthly issue, which broke down all programs into 19 different categories. Total number of Quarter Hours allotted was 1358, not including time held available for baseball remotes which depend upon league schedules.

The four networks were programming a total of 152 programs weekly for a total 544 Quarter Hours, of which 92 programs(61%) totaling 281 Qtr Hrs were sponsored.

Sponsor totals for NYC local programs were somewhat lower -- of 141 local programs totaling 814 Qtr Hrs (not including baseball), only 49 (35%) totaling 100Qtr Hours were sponsored.

Overall, of the 293 programs totaling 1358 Qtr Hrs (Network & Local), some 141 programs, 381 Qtr Hrs were sponsored.

The new peak of 293 is 40 programs and 515 Qtr Hrs more than that of a year ago and approximately 3½ times the number of programs of two years ago, when approximately 90 programs, 500 Qtr Hrs were scheduled each week.

Analysis of the trends in programming over the past year indicate a rise in the number of dramatic programs, comedy-variety shows, children's programs, feature films, sports events, panel quizzes, and a huge rise in daytime programming. Other program types remained fairly static.....Network stress was placed on dramatic, comedy and musical shows, while the local stations concentrated on daytime and late evening lower cost programs. Films received almost no network time, but heavy local attention.

Overall, Children's programs reach highest totals, with 30; followed by Daytime-Women's with 29; Musical with 28; Dramatic with 27, Sports Events with 26; Feature Films with 24; Comedy-Variety with 22; Interview with 20; News with 15; Panel Quizzes with 13; Sports Programs with 12; Discussion - 10; Audience Participation - 9; Talent-Showcase - 9; Educational-Exposition - 9; Situation Comedy - 7; Western Films - 7; Religious - 4; How To Do - 2.

SUMMER HIATUS PICTURE

At least 40 of the major network programs were scheduled to take an 8 or a 13-week hiatus, with not all of them definitely returning. Use of the vacated time for testing new programs has already started, with several major dramatic and comedy showcases included.

SEE THE FOLLOWING PAGES FOR: 1. Breakdown of Total Programs - Network & Local
2. Breakdown of Daytime-Women's Programs
3. Breakdown of Network Programs
4. Six Month & Yearly Trend Study 5. Summer Hiatus Schedules.

PROGRAM TREND STUDY #7 -- MAY-JUNE 1950

This study is based on an analysis of our June breakdown of programs by category and type....we have counted the number - by title and quarter hours - of network programs as well as local programs on six metropolitan New York outlets.... The result may be construed as an accurate picture of the Programming Trend at the height of the Spring cycle (end of May-beginning of June).

In order to more specifically analyze the trends, we have broken down the total of 293 programs visible in New York (which originates or receives all network programs as well as its own local shows) into three charts: Total Programs Seen In NYC.....Network Programs.....&....Daytime Weekday Programs.

Charts on the left carry the numbers (by title) of programs regularly scheduled during one week.....while charts on the right carry the numbers of Quarter Hours, and provide for multi-weekly scheduling. Station WATV is not included here because its preponderance of film programming would tend to distort the chart and we prefer to regard it as an out-of-NYC station. Also, since the time devoted to baseball and neighboring interview programs is dependent upon league schedules, we have eliminated it from consideration here--merely pointing out that a total of 12 quarter hours per game (including interviews) should be added or interchanged with the regularly-scheduled shows.

TOTAL PROGRAMS - NETWORK & LOCAL

CATEGORY	PROGRAM TYPES WCBS	WNBT	WABD	WJZ	WOR	WPIX	TOTAL	QUARTER HOURS WCBS	WNBT	WABD	WJZ	WOR	WPIX	TOTAL
Children's	5*	9*	5*	6*	3*	2*	30*	39*	44*	43*	19*	22*	30*	197*
Daytime-Womens	4	7	10	5	1	2	29	25	73	80	72	48	78	376
Musical	10	4	5	4	2	3	28	30	15	12	6	4	15	82
Dramatic	8	11	5	2	1	0	27	22	28	10	4	5	0	69
Sports Events	2	3	6	4	5	6	26	8	20	30°	28	34°	32°	152°
Feature Films	3	6*	5	0	3	7	24*	13	16*	19	0	16	102	166*
Comedy-Variety	8"	7	4	1	2	0	22"	21"	34	14	2	6	0	77"
Interview	6	4	2	2	1	5	20	7	7	5	7	2	7	35
News Reviews	3	3	3	2	1'	3	15'	8	8	6	3	18'	13	56'
Panel Quiz	3"	7	0	2	1	0	13"	6"	14	0	4	2	0	26"
Sports Program	1	1	0	1	5	4	12	1	1	0°	1	3°	9°	25°
Discussion	3	2	1	2	0	2	10	6	4	4	4	0	5	23
Audience Partic	2"	2	0	4	1	0	9"	7"	6	0	10	2	0	25"
Talent-Showcase	2	2	0	2	1	2	9	6	6	0	6	4	4	26
Educa-Expositn	1	2	1	4	0	0	8	1	3	2	6	0	0	12
Situat'n Comedy	2	2	1	2	0	0	7	4	4	1	4	0	0	13
Western Films	1*	1*	2*	1*	1*	1*	7*	29*	4*	9*	3*	10*	28*	83*
Religious	1	0	0	2	0	1	4	2	0	0	4	0	2	8
How To Do	0	0	0	2	0	0	2	0	0	0	3	0	0	3
TOTAL	62	71	49	47	27	37	293	200	278	230	183	170	297	1358°

Breakdown of WEEKDAY DAYTIME-WOMEN'S PROGRAMS

How To Do	2	4	3	2	0	0	11	13	28	30	30	0	0	101
News Reviews	1	1	2*	1	1'	1	7*	2	5	15*	2	48'	6	78*
Audience-Parti	0	1	3*	1	0	0	5*	0	20	30*	8	0	0	58*
Variety Show	0	1	0	1	0	1	3	0	20	0	32	0	72	124
Music	0	0	1	0	0	0	1	0	0	5	0	0	0	5
Religious	0	0	1	0	0	0	1	0	0	5	0	0	0	5
Interview	1	0	1	0	0	0	2	10	0	5	0	0	0	15
TOTAL	4	7	10	5	1	2	29	25	73	80	72	48	78	376

SYMBOLS: *Shows have been entered in two categories, but totalled only once
"Includes alternate week shows; totalled only once
°Baseball remote time not included; ' Telefax (tape) news included

NETWORK PROGRAM ANALYSIS

CATEGORY	PROGRAM TYPES CBS	NBC	DuM	ABC	TOTAL	QUARTER HOURS CBS	NBC	DuM	ABC	TOTAL
Dramatic	8	11	5	2	26	22	28	10	4	64
Comedy-Variety	8"	7	4	1	20"	21"	31	14	2	68"
Musical	5	3	4	4	16	14	7	11	6	38
Children's	3	3	3	6	15	14	25	32	19	90
Sports Events	2	3	4	2	11	8	20	30	28	86
Panel Quiz	3"	5	0	3	11"	6"	10	0	6	22"
Audience Parti	2"	2	0	4	8"	7"	6	0	10	23"
Interview	3	3	1	1	8	5	6	5	3	19
Discussion	3	2	1	2	8	6	4	4	4	18
Situath Comedy	2	2	1	2	7	4	4	1	4	13
Daytime-Women's	2	2	2	0	6	20	25	20	0	65
Talent-Showc'se	2	1	0	2	5	6	4	0	6	16
News Reviews	2	1	2	0	5	6	5	4	0	15
Educa-Exposith	1	2	0	1	4	1	3	0	1	5
Religious	1	0	0	1	2	2	0	0	2	4
Feature Films	0	0	0	1	1	0	0	0	3	3
Sports Program	0	1	0	0	1	0	1	0	0	1
TOTALS	45	48	27	32	152	136	179	131	98	544

(Symbol " indicates alternating week programs, entered twice, counted once)

PROGRAM TRENDS: MAY 1949 - JUNE 1950

(all programs, network & local, seen on NYC stations)

CATEGORY	MAY'49	DEC	JUNE'50	CATEGORY	MAY'49	DEC	JUNE'50
Children's	29	19	30	Comedy-Variety	16	16	22
Musical	35	29	28	Interview	18	15	20
Film	23	28	31	Talent-Showc'se	10	7	9
Dramatic	11	29	27	Panel Quiz	9	8	13
Situath Comedy	7	11	7	Audience Partic	11	8	9
Sports Events	16	20	26	Educa-Exposit'n	12	7	8
Sports Program	9	10	12	Religious	4	4	4
News Reviews	16	16	15	How To Do	8	5	2
Discussion	10	9	10	Daytime-Women's	9	10	29

Of course, all figures herein are arbitrarily arrived at according to our own method of allocating programs to a category. Since the methods were kept constant throughout, the figures need not match any others compiled elsewhere in order to serve as an accurate comparison. Careful consideration has been made for alternate week programs and those which might well be in two categories (ie. western films entered in children's programs also).

NETWORK SUMMER HIATUS SCHEDULES

(subject to revision, of course - but as up-to-date as possible)

PROGRAM	NET	LAST SHOW	RETURNS	PROGRAM	NET	LAST SHOW	RETURNS
Alan Young	CBS	July 13	Sept 14	Ken Murray	CBS	June 24	Oct 7
Aldrich Fam	NBC	June 25	Aug 27	Kukla,F&O	NBC	June 30	
At Home Show	CBS	June 6		Lights Out	NBC	June 26	Aug 28
Auction-Aire	ABC	June 23		Lucky Strike	NBC	June 19	Aug 28
Blind Date	ABC	June 15		Mama	CBS	June 3	Aug 4
Celebrity Time	CBS	June 25	Sept 24	Man vs Crime	CBS	June 30	Oct 6
Chevr. Thtr	NBC	June 26	Aug 28	Martin Kane	NBC	June 29	Aug 31
Colgate Thtr	NBC	June 25	Aug 27	Mohawk Showr	NBC	June 30	Aug 25
Ed Wynn	CBS	July 4	Sept 11	Philco Playh	NBC	July 9	Sept 10
Fireside Thtr	NBC	June 27		Silver Thtr	CBS	June 26	
Ford Theater	CBS	June 30	Sept 8	Supper Club	NBC	June 4	
Fred Waring	CBS	June 18	Sept 10	Suspense	CBS	June 27	Aug 22
Garroway	NBC	June 25	Aug 27	Studio One	CBS	June 26	Aug 28
Godfrey Uke	CBS	June 30		Talent Scts	CBS	June 26	Aug 28
Godfrey Frnds	CBS	July 26	Sept 13	Texaco Star	NBC	June 13	Sept 19
Goldbergs	CBS	June 26	Oct 2	This Show B	CBS	June 25	Aug 27
Holiday Hotel	ABC	June 15	Sept 14	Versatile Var	NBC	June 30	Sept 1
Jack Carter	NBC	June 10	Sept 9	Whiteman Rev	ABC	July 2	Oct 8
Judy Splinters	NBC	June 30		Sat Nite Rev	NBC	May 20	Sept 9
Kay Kyser	NBC	June 29	Oct 6	Twenty Quest	WOR	June 23	

AT LEAST 40 SHOWS TAKE SUMMER OFF

BUT MANY MAJORS REMAIN ON

Although at least 40 major programs are set for a summer hiatus of either 8 or 13 weeks, quite a number have been convinced by the networks that the summertime can be a good buy. A list of those programs continuing through the summer includes:

Armstrong Theater	Believe It Or Not	Big Story
Cavalcade of Stars	Cavalcade of Bands	The Clock
Famous Jury Trials	Kraft Theater	Morey Amsterdam
Stop The Music	We The People	Plainclothesman

Toast of The Town will stay on, though Ed Sullivan vacations

The Show Goes On (Robt Q Lewis) stays on sustaining over the summer, and returns fully sponsored by Columbia Records and American Safety Razor.

Hands of Destiny (along with all DuMont programs) stays on for the summer but lost its co-op sponsor, Chevrolet Dealers, on June 23.

NEW PROGRAMS - which have debuted for summer showing include the 11-12 nightly, Broadway Open House for Anchor-Hocking over NBC-TV and a host of sustainers being showcased (see list of arrivals and futures - first two pages).

OUR JULY MONTHLY ISSUE will be devoted to a survey of PACKAGING and will include a list of PACKAGES AVAILABLE. Subscribers should submit listings as soon as possible.

June 23, 1950

SUBSCRIBERS SHOULD FURNISH PACKAGES AVAILABLE

An exhaustive examination of the Independent, Station, Ad Agency, Film and other attempts at Packaging will be the feature of our July monthly issue. An integral part of this survey will be a list of packages available. Subscribers should fill out this form and return to us by June 30. Space limitations prevent our carrying more than 3 packages per firm.

PLEASE MAIL TO ROSS REPORTS...551 FIFTH AVE, NY 17

Name of Firm.....Address.....Phone.....

Title of the Program.....Contact for Firm.....

Length of Program (minutes).....No. times per week.....Cast and/or Writer,....

.....

Format.....

Price Range.....per show; and/or.....per week.

Any History (on the air, rating, etc.).....

(#2)

Title of the Program.....Length(minutes).....

No. times per week.....Cast and/or Writer.....

.....Format.....

.....

History (rating, kine, showcase, on air, etc.).....

Price Range (per show).....and/or (per week).....

(#3)

Title of the Program.....Length(minutes).....

No. times per week.....Cast and/or writer.....

.....Format.....

.....

History (rating, kine, showcase, on air, etc.).....

Price Range (per show).....and/or(per week).....

**We have had many requests from Agencies and Sponsors for this list of Packages Available. Independents and Stations are urged to submit in as complete detail as possible. Film people only actual packages in bulk.